No. 155
Dec. '72
33230

MAD

IND

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CHEAP

IN THIS ISSUE WE BLAST...

The Godfather

A GRIM FAIRY TALE

ARTIST: PAUL COKER, JR. WRITER: AL JAFFEE

NUMBER 155 DECEMBER 1972

MAD

"Many of our politicians who were swept into office should have been brushed aside!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,
CURTIS ANDERSON, DAVE FRASER *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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LETTERS DEPT.

DIRTY LARRY

I saw "Dirty Harry" four times and read "Dirty Larry" eight times. The Tony Bennett caricature made the piece all the more enjoyable. Congratulations to Mort Drucker and Arnie Kogen!

Vince Garofalo
Van Nuys, Calif.

"Dirty Larry" was a disgrace to your fine magazine! When I saw "Dirty Harry," everyone in the theatre was rooting for the cop Clint Eastwood played, Harry Callahan. I think we should all hope that there are such cops to combat the criminals in this land.

Christopher Riley
N. Arlington, N.J.

Warner Brothers has been asking me to do a sequel to "Dirty Harry." Could you please write your story *now* so I could have something to go by. All of us here were absolutely knocked out with "Dirty Larry."

Clint Eastwood
Universal Studios
Universal City, Calif.

SNAPPY ANSWERS TO TV COMMERCIALS

After reading "Snappy Answers To Stupid Television Commercials," I'm finally satisfied that justice has caught up to those unbearable inanities. Thanks for the retribution!

Amelia Bailey
Toledo, Ohio

I tried your "Snappy Answers To Stupid TV Commercials." Thought I was gonna die! Took two Bromo-Seltzers.

Joe St. Lawrence
Norwalk, Conn.

LONGSHOT

Congratulations to writer Stan Hart for using good taste and a great sense of humor in doing the delicate "Longstreet" satire.

Patti Webb
Flint, Mich.

James Franciscus has done a remarkable piece of acting as "Longstreet," and MAD has created a remarkable piece of satire in "Longshot."

Barry Maffris
Chicago, Ill.

"Longshot" was out of sight!

Peggy Ward
Palos Hills, Ill.

WATER OVER THE DAMNED

During the recent flooding caused by hurricane Agnes in Pennsylvania, we had a foot of water in our basement. It completely destroyed a pile of rags and every single MAD magazine or book I owned. I'll miss those rags.

Ed Seitz
Elizabethtown, Pa.

MAD "RELIGION IN AMERICA" PRIMER

I have been a fan and avid reader of MAD for many years, but have neglected to write. When everything is agreeable one usually finds himself content with just reading the material. But your "Religion Primer" compelled me to write, as it does such a good job of bringing to light the nonsense divisions and the petty prejudices of worship. Larry Siegel and Paul Coker certainly have mastered the art of presenting what can be a very touchy subject.

Arnold H. Beerenstrauch
DeWitt, Nebraska

I laughed when you satirized family life. I chuckled when you satirized entertainment. I roared when you satirized politics. But now you've gone too far. Your "Religion In America" was not funny at all. Actually, the sections on Judaism and Roman Catholics were pretty funny, but not the part about Protestants!

Rev. Everett L. Taylor
Phoenix, Arizona

As a Reform Jew and Unitarian Universalist turned Roman Catholic, I enjoyed your "Religion Primer." It made me proud to be an American, while your apt Fold-In, assailing Major Medical Expenses, made me feel ashamed to be one.

Ellen A. Lewis
Brookline, Mass.

Aw, come on! Your "Religion Primer" was hilarious, but I come from a Catholic family of not 50, not 35, not *even* 26, but only 2 (count 'em!) children. Amazing? No baby, we got Rhythm! Of course, being *Black* may have something to do with it!

Ann Plicque
New Orleans, La.

Might I remind you that it was Jesus Christ who started this whole thing about Peace and Love! You seem to think of religion as a farce . . .

Jim Douglas
St. Louis, Mo.

Your "Religion Primer" is accurate and funny. I've recommended it to my congregation. I wish you would devote more space to religion, in general, and The Church, in particular. The humor in our faith and practice are evident. Too often we're too up tight to recognize it and laugh. Our lack of humor may be a sign of real trouble in religion.

The Rev. Russell Block
Union, N.J.

Regarding your "Religion Primer," you have said, in five pages, what Christ said, what Martin Luther King tried to say, and what too few people in this world are saying. You couldn't have been more right! Congratulations, MAD!

James Crescitelli
Brooklyn, N.Y.

Hallelujah! Halleluiah! Alleluia!! Siegel!!!

Richard Kyle
Long Beach, Calif.

MINGO KEEPS HIM SMILING

I would like to extend my praise to Norman Mingo who has been doing your different and imaginative covers for years. He draws a better Alfred than anybody else.

Isabel Kraut
La Jolla, Calif.

PRESIDENTIAL TIMBER-R-R-R-R!

Whereas Alfred's inmutable smile is covered up on the front of issue #153, I think he's just as happy he didn't throw his battered hat into the ring. Though rejected as a Presidential candidate, I'll bet he's *still laughing* on the *inside*!

Joanne D'Alcomo
Station WMEX
Boston, Mass.

BERG'S "SUMMER ACTIVITIES"

My compliments to Dave Berg for "Summer Activities." Especially the one about the boy who had fun in the Fall, and had to make it up in Summer school. *I'm* writing *this* in Summer school.

Jim Uht
Palos Verdes Pen.,
Calif.

MARTIN'S MUSICAL MAYHEM

Don Martin's fine "The Development Of Primitive Music" reminded me so much of our school orchestra's *first practice* of the school year. For that matter, it reminded me of our school orchestra's *last concert* of the school year!

Doug Holmes
Denver, Colo.

JAFFEE & FOLD-IN HONORED

I thought you'd swell with pride upon seeing a photo I took at the recent National Cartoonists Society Awards. The man on the left, holding the emblematic Reuben trophy is Milton Caniff, creator of "Steve Canyon." And the gentleman on the right is MAD's own Al Jaffee, holding his Special Category Award. Naturally, Al received this honor in due recognition of his "MAD Fold-In" feature, the cleverly teasing "fake-out" which he has perpetuated in MAD these past eight years.

Buck Peters
New York, N.Y.

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THE FAMILY THAT PREYS TOGETHER SLAYS TOGETHER DEPT.

Hey, Gang! Tired of all the garbage they're showing on motion picture screens lately? Well, here's a "Family" film for a change! And now, meet the "Family":

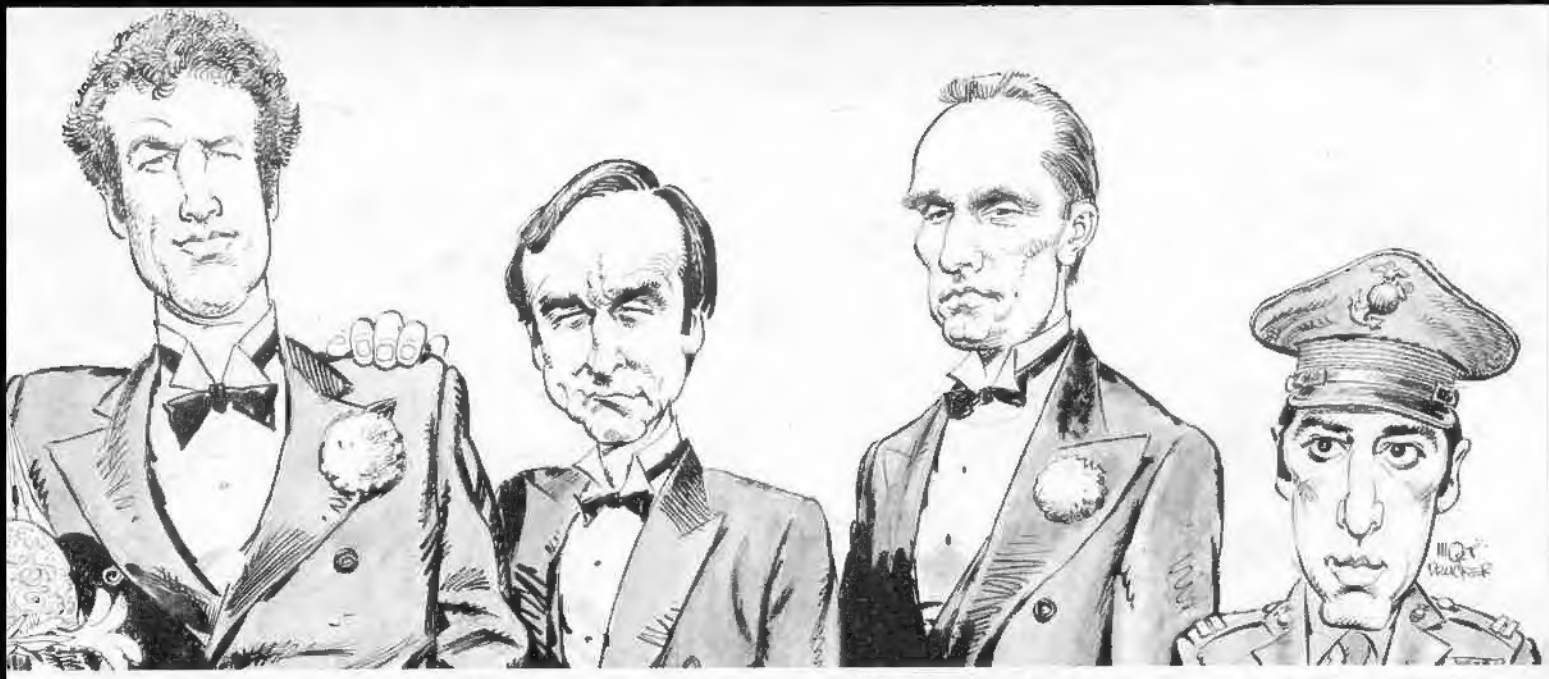
This is Don Vino Minestrone. Not too long ago, he was just a poor immigrant from Sicily. Now he's a leading racketeer, extortionist and killer. How did Don Vino get where he is today? By putting his faith in The American Way of Life.

Here's Mama Minestrone, a typical lovable Sicilian housewife. It seems like only yesterday at another wedding that Mama herself said, "I do!" Come to think of it, that was the last time she opened her mouth.

This is Don Vino's daughter, Canny, and her bridegroom, Carly. Such a nice couple. Everyone is saying that Don Vino is not really losing a daughter. No, actually, in this kind of Family, he'll probably lose a Son-in-law.

And so, with such a strange family and such weird children,

THE ODD



This is Sinny Minestrone, the Don's eldest son. He's next in line, and it's only a matter of time before he gets the Family business. That is, of course, unless a rival Family decides to give him the business first.

This is the Don's second son, Freako. He's a sad, gentle soul. He cries at weddings and all kinds of Family crises. But he can also be a barrel of laughs. Just catch him at a funeral some time.

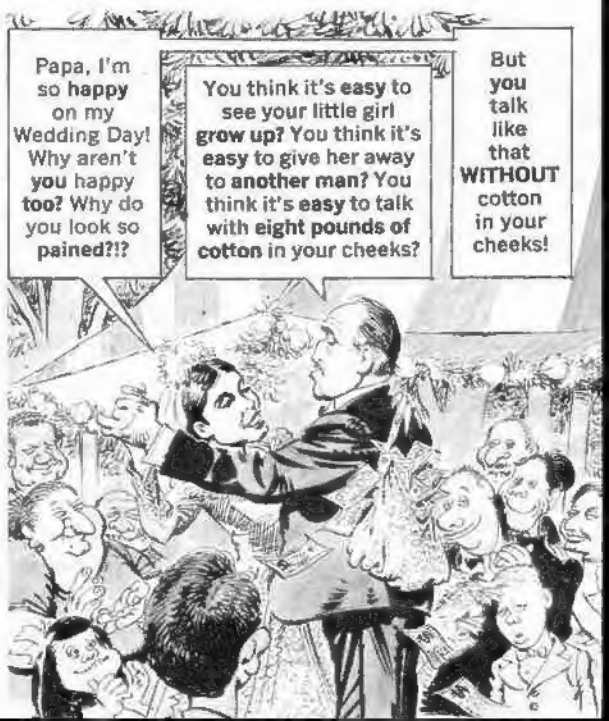
This is Tim Haven, the Don's adopted son. He's shrewd and smart. All his life, he dreamed of being a criminal lawyer. But he only finished half of his education —the "criminal" part.

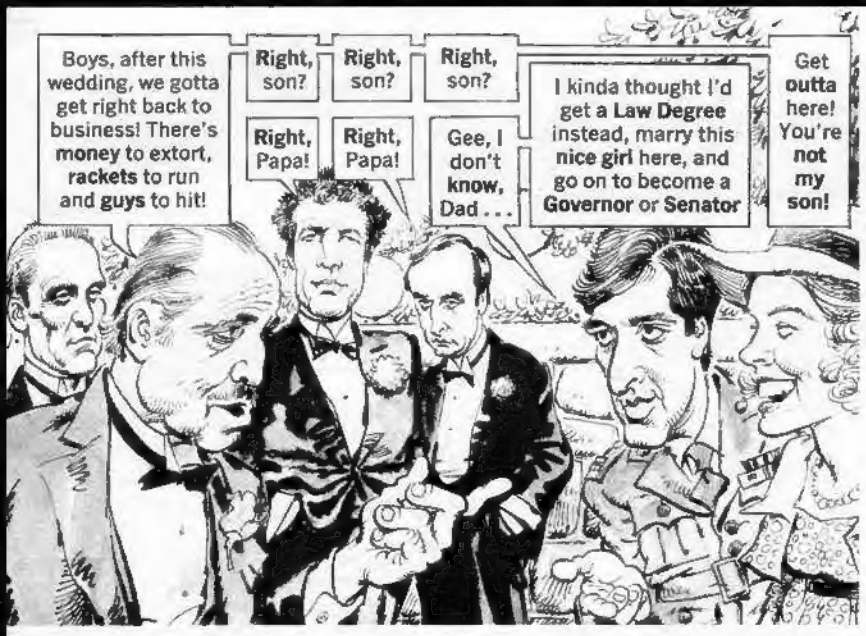
And this is Micrin, the Don's youngest son. He's a college graduate, a veteran war hero, an honest law-abiding citizen —and a disgrace to the entire Family.

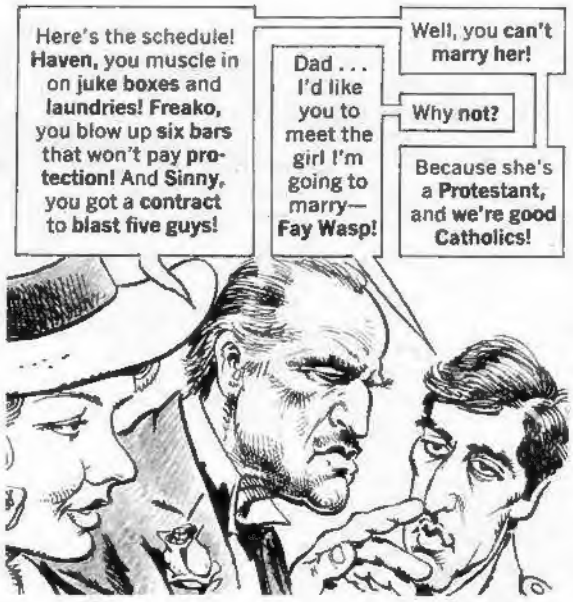
it's easy to see why Don Vino Minestrone is known as...

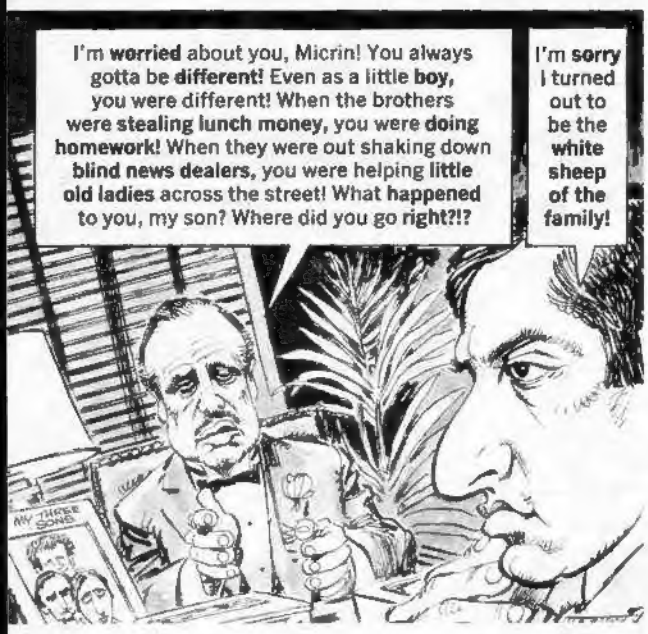
FATHER

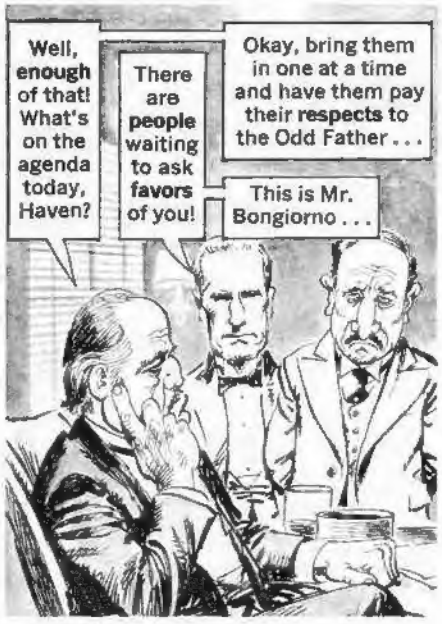
ARTIST: MORT DRUCKER
WRITER: LARRY SIEGEL




Boys, after this wedding, we gotta get right back to business! There's money to extort, rackets to run and guys to hit!
Right, son?
Right, son?
Right, son?
Right, Papa!
Right, Papa!
Gee, I don't know, Dad . . .
I kinda thought I'd get a Law Degree instead, marry this nice girl here, and go on to become a Governor or Senator
Get outta here! You're not my son!


Here's the schedule! Haven, you muscle in on juke boxes and laundries! Freako, you blow up six bars that won't pay protection! And Sinny, you got a contract to blast five guys!
Dad . . . I'd like you to meet the girl I'm going to marry—Fay Wasp!
Well, you can't marry her!
Why not?
Because she's a Protestant, and we're good Catholics!

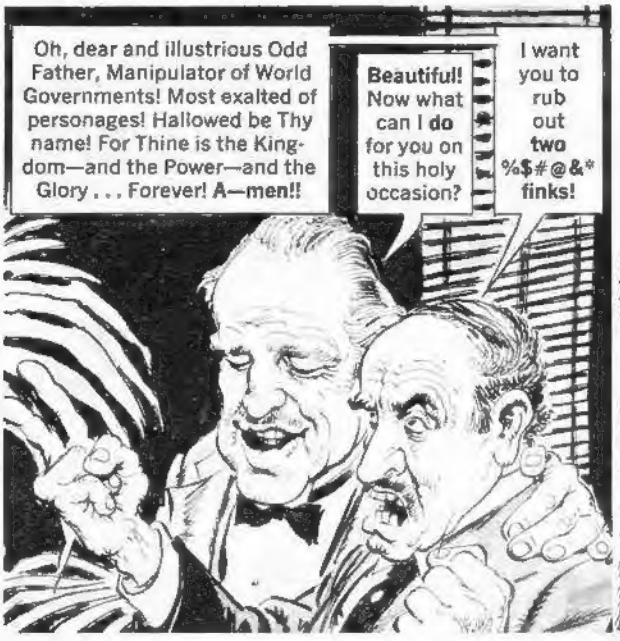

I'm worried about you, Micrin! You always gotta be different! Even as a little boy, you were different! When the brothers were stealing lunch money, you were doing homework! When they were out shaking down blind news dealers, you were helping little old ladies across the street! What happened to you, my son? Where did you go right?!?
I'm sorry I turned out to be the white sheep of the family!


Well, enough of that! What's on the agenda today, Haven?
There are people waiting to ask favors of you!
Okay, bring them in one at a time and have them pay their respects to the Odd Father . . .
This is Mr. Bongiorno . . .

Don Minestrone, I kneel and kiss your ring . . .
So far . . . so good!

And I grovel at your feet . . .
Not bad!

And I lick your left shoe . . .
Better! Well, so much for preliminaries! . . . Now show some RESPECT!


Oh, dear and illustrious Odd Father, Manipulator of World Governments! Most exalted of personages! Hallowed be Thy name! For Thine is the Kingdom—and the Power—and the Glory . . . Forever! A—men!!
Beautiful! Now what can I do for you on this holy occasion?
I want you to rub out two %$#@&* finks!

DONE!!

Oh, Don Minestrone! How can I ever thank you?

Please don't try! Only swear to me on your Mother's grave that when I ask YOU for a favor, you will grant it!

My Mother's GRAVE?!? But, my Mother isn't DEAD yet!!

Just remember that when I ask you for a favor!

Now crawl out of here! Others are waiting!

Number 2? Who's got Number 2?

Pop, this is Ronnie Fonatra!

♪ Sa-anta Lu-ucia! Saan-ta Lu-ciiia! ♪

CHIIING!

It's a miracle! A miracle!

What's a miracle, Pop?

I have just met the only italian in the world who can't sing!

What can I do for you?

There's a great part in a new movie that I want very badly, but the Producer won't give it to me!

Haven, tell the Producer to give Mr. Fonatra the part, or I'll break his back!

Oh, thank you, Odd Father!

Sa-anta Lu-ucia!

Haven, tell Mr. Fonatra to stop singing, or I'll break his mouth!

Ronnie Fonatra says that you promised him a part in your new picture!

He's lying! And it's my word against his! So . . . what are you going to do about it?

Well, Mr. Woltz . . . we have three courses of action! We can take you to court, we can bring you up on charges at the Screen Actors Guild, or we can cut off your horse's head and dump it in your bed some night!

Okay! Just don't try anything funny!

WOLTZ STABL

WOLTZ STUDIOS

Huh? Is it morning, already? Hey, what are YOU doing in my bedroom? Oh-oh! Wh-what's this I feel under the sheets?

Oh, no! You—you wouldn't DARE do that! I don't BELIEVE it!!

I can't look! No, I gotta look . . .

Oh, my God! You DID it! You—Wait a minute! Didn't you say a horse's HEAD?!?

That's right! But on second thought, since you're a Hollywood Producer, we thought this would be more appropriate!

I've been worried about Piotzo ever since I refused to bankroll his narcotics operation! I think there's gonna be bloodshed between his Family and ours!
Maybe you shouldn't be walking the streets like this, Papa!
What could possibly happen to me here on Mulberry Street in New York? Could I be harmed by that cute Italian fish peddler? By those sweet Italian kids, playing Hop-Scotch? By those nice Italian button men in their big black car . . . barreling down on me at 80 miles an hour? OH-OH!!
VROOOM!
FRESH FISH
BLAM! BLAM! RAT-TAT-TAT-- UGH... CRASH GASP! SCREEECH! VROOOM! EEEK! HOLY COW!
He—he's DEAD! Did the hoods in that big black car gun him down?
Not exactly! I think they WANTED to! But when they got within 50 feet of him, a mugger who was stealing a woman's purse ran into the path of a highjacked truck going the wrong way on a "One-Way" street which swerved into a drug pusher's stolen motorcycle, and they all fell on top of him! In other words, he died of natural causes!
Natural causes?!
In New York, that's natural causes!
Hey, wait a minute! He's NOT dead after all! He's trying to speak!
What's he saying?
It's hard to tell! He's hurt so bad, he's talking through his nose!
I got news for you! He talks like that when he's NOT hurt, too!
What is it, Micrin?
I just got bad news! My Father is badly hurt! He's been lying in the street for three days!
Why don't they put him in the hospital?
He won't tell them his Blue Cross number!
I've heard of the Mafia keeping secrets, but that's ridiculous!
Thank God we finally got him into the hospital! How is he, Doctor?
Well, he's retching! And he's coughing! And he's gasping for breath! And he's moaning a lot!
He's fighting for his life?!?
No, he's fighting for an "Oscar"!
UNLISTED

It's me! Micrin!

H-How've you been, son?

Fine, Papa! I'm engaged to a swell girl, I'm tops in my class at Law School and in my spare time, I work for the American Cancer Society!

I'm sorry I asked!

Pop, don't start up again! I mean, just because I believe in Law and Order . . .

Get out of here with your dirty mouth!

But, Pa!

Get this stranger out! Bring me a SON!!

Papa, sometimes you get me so angry, it scares me! I'm scared that I won't be able to control myself! Because you know what I feel like doing right now? I feel like killing you! Isn't that terrible?!? I feel like killing my OWN FATHER!!

Hey, my boy's gonna be all right after all! He's gonna be ALL RIGHT!!

Micrin, with Pop in the hospital, and this gang war going on, we need you! It's time you joined the Family business!

But, Sinny! I have greater aspirations! I'm going to be a Governor or a Senator!

Listen, kid! If you wanna be a BIG-TIME CRIMINAL . . . like a Governor or a Senator, you gotta start at the bottom and work yourself up! And there's no place like right here!

Now your first job is to avenge Papa! We arrange a peace talk, and you meet Plotzo in Luigi's Restaurant! You go to the Men's Room and you pick up the gun that we've stashed there! Then you go back and you let Plotzo have it in the face! Cadenza, teach the kid how to shoot!

You don't have to teach me how to shoot! I'm a war hero! All I need is a little brushing up with some target practice!

Okay! Cadenza, take four of our boys and kidnap a few members of the Fazoola Family! We need some targets!

WHY IS SINNY SO HOSTILE?

HE REALLY WANTED TO PLAY MICRIN!

C'mon! This is no time to quit! This is an important job! What happened to him?

We been practicing all day and the poor kid fainted! He ain't had nothing to eat for three minutes!

Three minutes?

That's a long time for an Italian!

Throw some cold water and veal scallopine in his face, and get him over to Luigi's Restaurant! Plotzo is waiting for him!

So, anyway, the way I see it, Micrin . . . if your Family wants to stay healthy, you and Sinny better come in on this narcotics deal, and— Hey! What's the matter with you? You look nervous!

Me?!? No, no! I'm not Plotzo, Mr. Nervous! I mean—

We I, what's with you? Now, where are you going?

I'll be right back! I just gotta go to the Men's Room to take a pistol— I mean . .

Whew! I almost blew it! Oh, boy, am I scared! Now, where's that gun? Where did they stash it? Maybe they left a message telling me where it's hidden? Oh, here's something written on the wall! It says, "Here I sit, broken-hearted . . ." No, that's not it!

Got it!! Okay, now all I gotta do is remember what they taught me . . . Walk out calmly . . . go up to Plotzo . . . shoot him twice in the face . . . drop the gun . . . and leave! That's simple enough! Be calm . . . be cool . . . and above all, DON'T PANIC!!

SHRIEK!!
AAAAHH! SHREIK!!
SCREEEAMM!
TAKE THAT, PLOTZO, YOU &¢%$°#!

BLAM!

What happened?

Some maniac came out of the Men's Room firing a gun!

Looks like he shot everybody in the place!

Everybody but HIM!!

How did HE get it?

From complications brought on by eating too much scungilli, veal parmigiana and lasagna! In other words . . . he died of natural causes!

Natural causes?!

In an Italian restaurant, that's natural causes!

It's great to have you home again, Papa! And I got good news for you! Micrin took care of Plotzo!

My little boy's first killing! I'm so proud of him! Remind me to have his gun bronzed!

Where is he now . . . in Sicily . . . waiting for the heat to die down?

No, in the bathroom, waiting for his stomach to die down!

GET

You rotten &¢%$! How can you serve me this lousy &¢%$#@! You know I wanted chicken tetrazzini, pepperoni, ravioli, vermicelli, manicotti and zabaglione!

I know!! . . . But for breakfast?!

What's that, Canny?!? Carly beat you up again! That dirty &¢%$#! I'll kill him! Hold him till I get there! What? I don't know HOW! Hit him over the head or tie him up or something!

Wait! I got a better idea! Serve him a seven course Italian meal! He won't be able to move for five hours!

Why are we following Sinny . . .?

Don Minestrone suspects Carly is working for Linguini, and may be setting Sinny up! So we gotta protect him and . . . Oh-oh!! TOO LATE!!

RATTATTAT BLAM BLAM

TOLL BOOTH

Poor Sinny! Papa knew it would happen to him one of these days! Papa warned him so many times!

You mean the Don was right?!? Those were Linguini's men in disguise?!?

No, they were real Toll Collectors! If Papa told him once, he told him a thousand times . . . Never go up to a toll booth with a twenty dollar bill!

I've called this meeting of the heads of all the Families because my heart is broken! My son, Sinny, is dead, and my boy, Micrin has been in exile in the bathroom for six months!

Gentlemen, never before have so many great and important people assembled together in one room! Between us, we control all of the nation's gambling, prostitution and narcotics traffic! In short . . . without US, this whole country would come to a standstill!

Well, I say it's time to get this country moving again! This war must end! We must stop destroying each other!

Instead, we must start destroying those plain, ordinary citizens again . . . like normal American businessmen! Agreed . . .?

Agreed!

Agreed!!

Okay!

Very good! Then let's seal this sacred agreement in our usual way!

TATTAGLIA FAMILY TERRITORY

LINGUINI FAMILY TERRITO

MINESTR FAMILY TERRITO

I'm new in this outfit! Why is Don Minestrone kissing all the men?

It's a Sicilian gesture of friendship! He always does it!

No WONDER they call him the "Odd Father"!

C'mon, Linguini! This is no time to play coy!

Don't be shy! It's an old Sicilian custom!

You only have to kiss him! You don't have to marry him!

Well, okay! But only on ONE condition!

What's that?

You gotta promise you won't lose respect for me!

Hey, that Linguini can KISS!

Don't they make a nice couple!?!

At last there is no more war between the Families, and now I can live to a ripe old age in peace!

You chase me, Grandpa ?

Of course I will chase you, Angie, my little Grandson! And then we will play some Mafia kiddie games like "Hide and Fink"... and "Cops and Good Guys"...

The Odd Father is dead! He suffered a heart attack chasing little Angie!

Oh . . . how awful!

You know . . . many people may disapprove of the kind of life the Odd Father led! But . . . all in all . . . he was a kind man, a gentle soul, a good-hearted person and a decent human being!

Did he say any last words before he died?

Yeah, he wants someone to lean on the KID!!

Boys, with Don Minestrone dead, I'm taking over as head of all the Families!

Not so fast, Linguini!

It—it's Micrin Minestrone! He's back from the bathroom!

He's beginning to ACT like the Odd Father!

Now . . . let's get things straight! I'm in charge here!

He's beginning to LOOK like the Odd Father!

And from now on, what I say goes! Do I make myself clear? *mumble mumble mumble*

He—he's even beginning to SOUND like the Odd Father!

And I've got plans . . . big plans! We're gonna make millions!

He IS the Odd Father!

Now here's what we're going to do! We're going "legit"! We're going into BUSINESS!

What business?

The Movie Business! We're going to make a movie! A movie about the greatest Folk Heroes in American History!

Who? The pioneers?

No, you idiots! We're going to make a movie about US!!

We're gonna make a movie about the MAFIA?!?

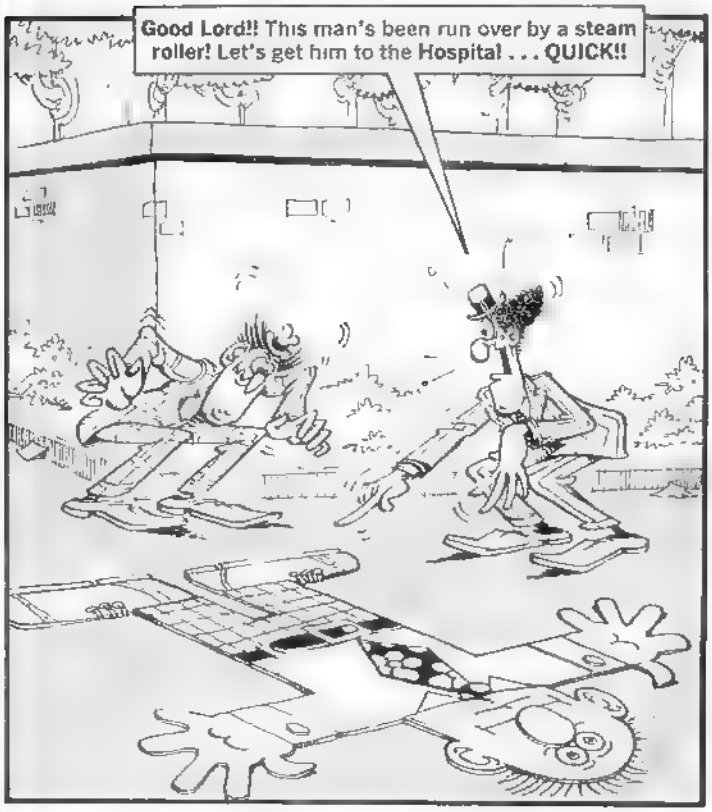
Well . . . we won't exactly refer to it as the Mafia! But it'll be about US!!

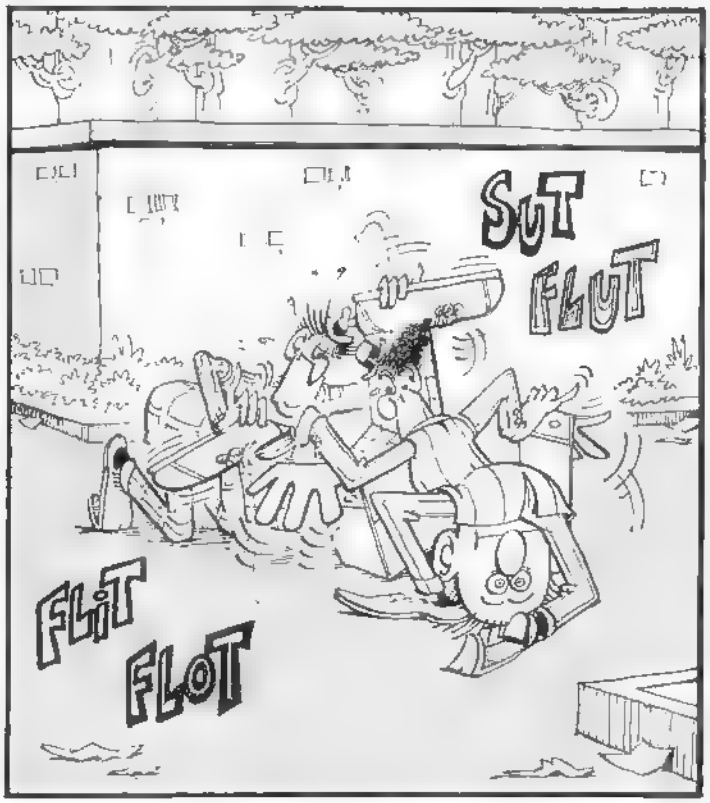
Can't you just see it now! Theater owners everywhere will show it . . . or ELSE!! Critics everywhere will love it . . . or ELSE! And people everywhere will be standing on lines, waiting to see it . . . or ELSE!!

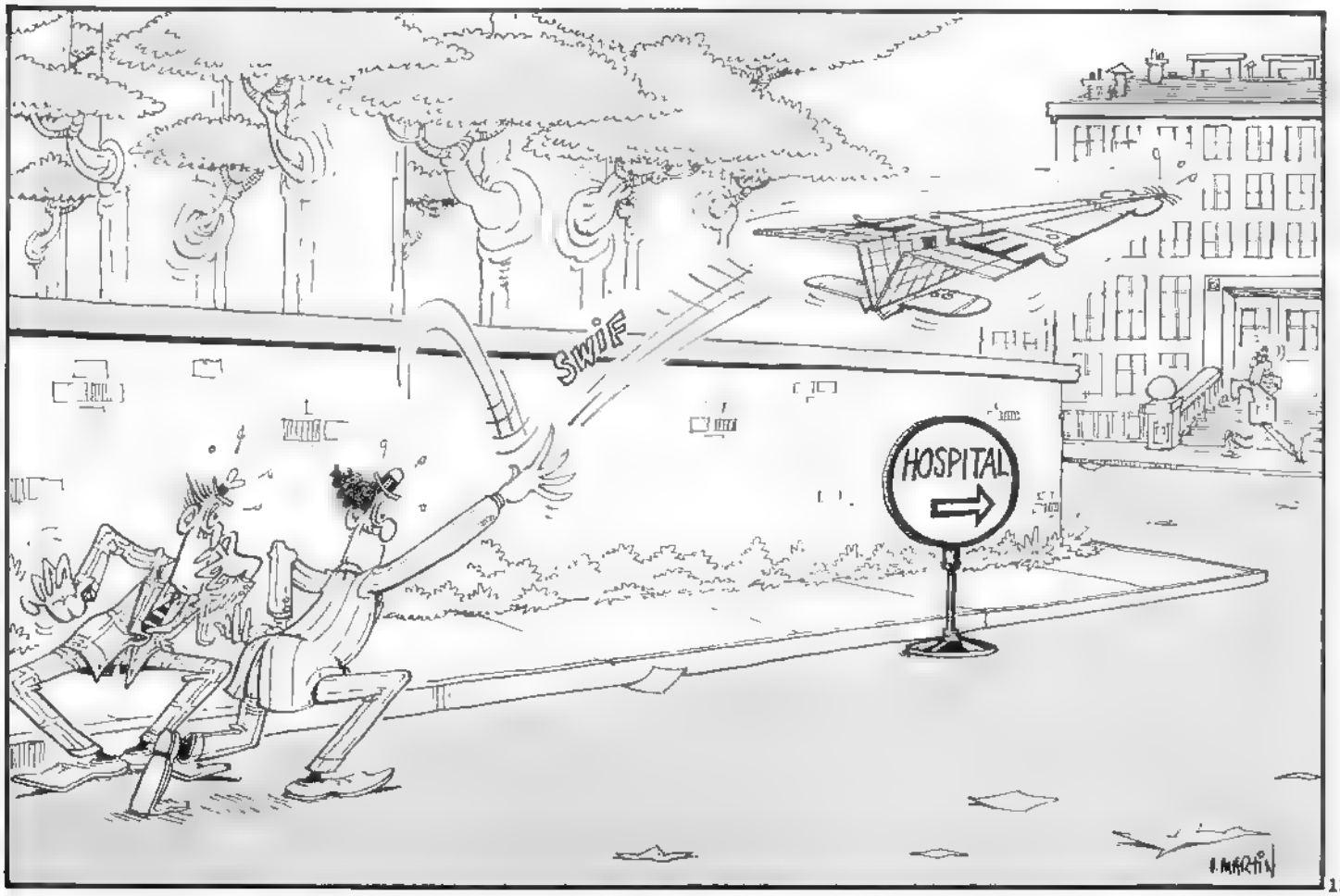
Now, we'll start the movie off at my sister Canny's wedding! Then . . .

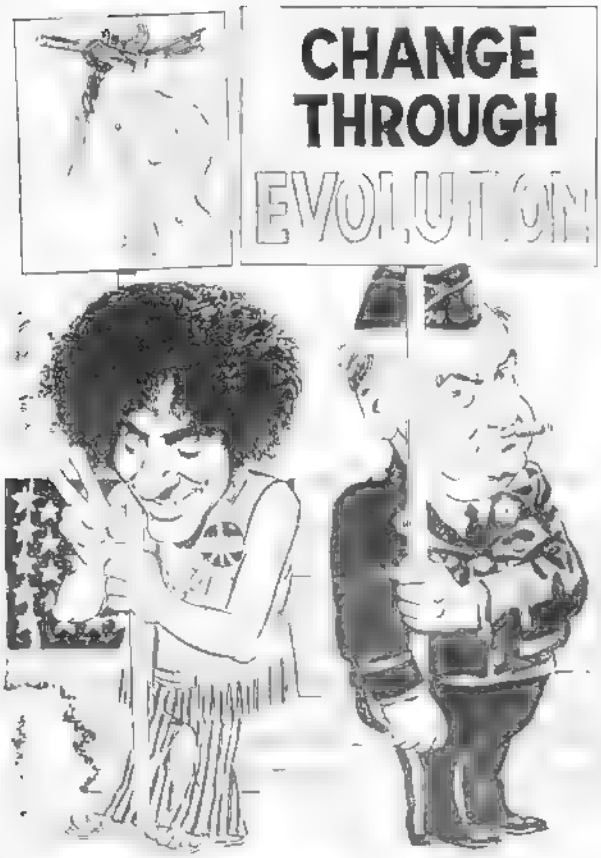
DON MARTIN DEPT. PART I

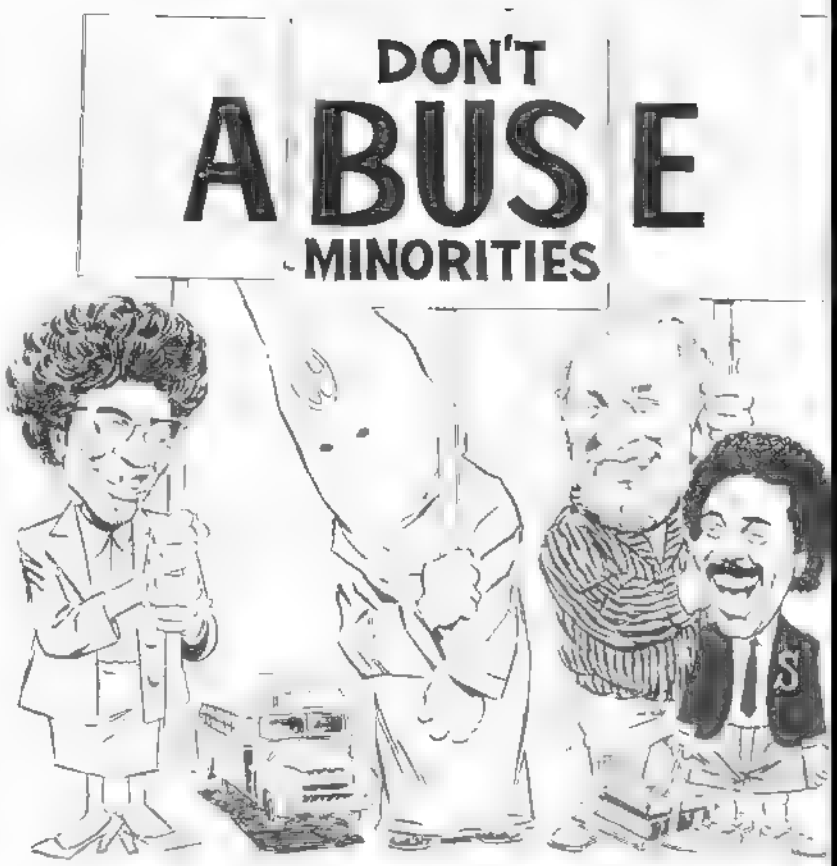
ONE TUESDAY MORNING





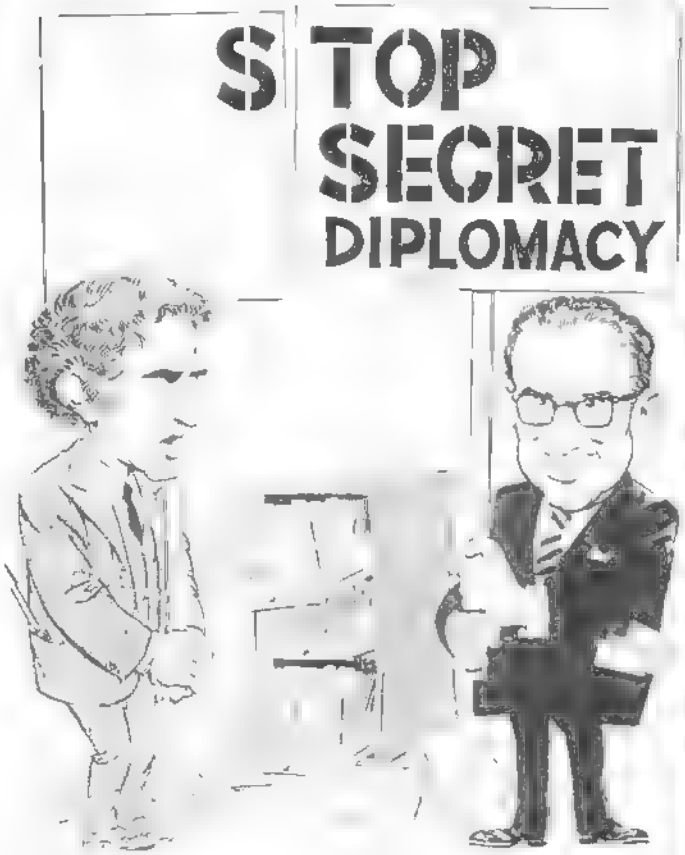


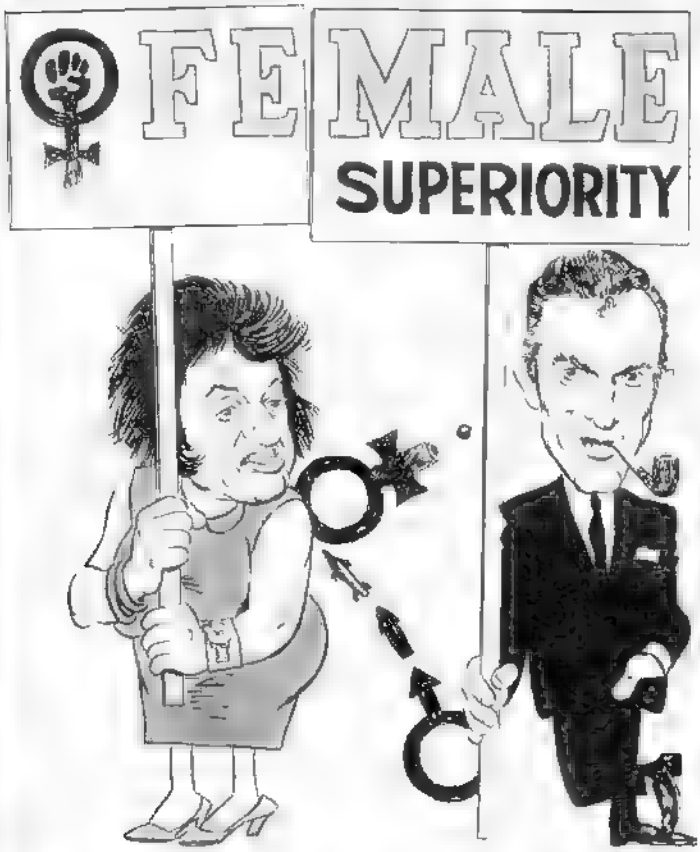


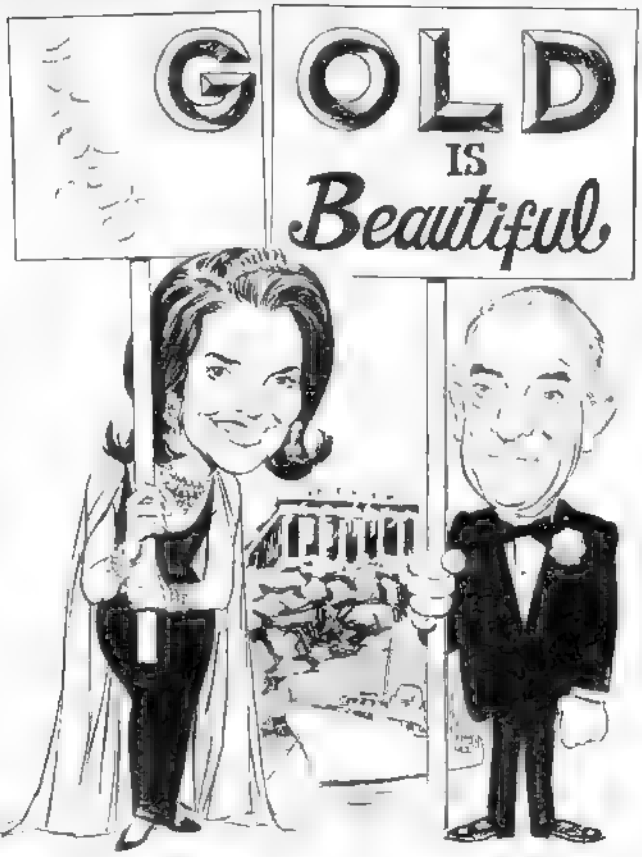


RABBLE-SCRABBLE DEPT.

A PARADE OF PROTESTING MAD

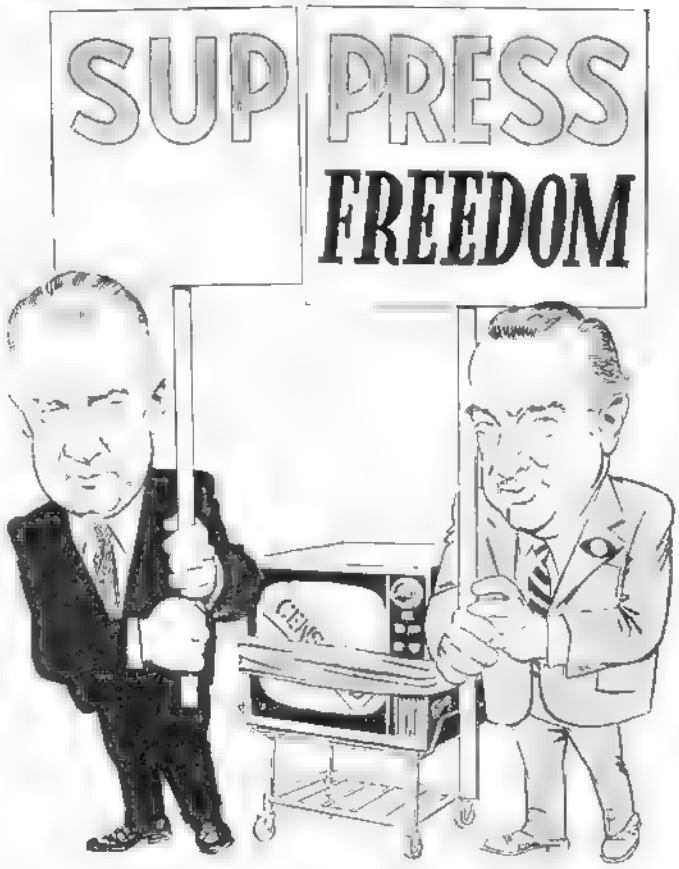






CO-SIGNERS

ARTIST: ANGELO TORRES CONCEIVED BY: MAX BRANDEL



OUT
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OF ALL
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LET'S TALK
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AMERICAN
PEOPLE

INSIDE-OUCH DEPT.

A MAD PEEK BEHIND THE SCENES AT YOUR LOCAL POWER & LIGHT COMPANY

ARTIST: GEORGE WOODBRIDGE WRITTEN BY: DICK DE BARTOLO & DON EPSTEIN

That's right, folks! The **Smiths** use **oil to** heat their home, and last year their heating bill was **$1,245.00!** The **Joneses**, who use **electricity** to heat their home, only spent **$122.50** last year . . .

I sure hope nobody finds out that the **Smiths** live in **Nome, Alaska,** and the **Joneses** live in **Miami, Florida!**

SMITH $1,245.00

JONES $122.50

Okay, men, the results of the **"Blackout Poll"** are in! We've got **19 votes** to have it in the middle of **"All In The Family"**. . . **15 votes** to have it during the last 10 minutes of **"The Mystery Movie Of The Week"** . and Bert Crocker wants it for **two hours in the middle of the night** so everybody's **alarm** is off and they're late for **work** the next morning and they're all **fired!**

COMPUTOR

Hey, Harry! Pick **any four numbers** from **one to ten !**

Okay! **7—8—3—2!** What are they **for?**

It's the meter reading I'm putting down on the **Baxter's bill!** I never got to their **house** last month!

We haven't gotten one of those **nasty letters** from **Mrs. Nickerson** for several months! I think I'll credit her **payment** to the **Johnson's** again!

OHM SWEET OHM

I really don't think they're letting the **new guys** spend enough **time** learning how to **splice wires!**

Okay, Gentlemen! Here's our **Advertising Campaign** for **this year:** We'll sponsor **five big million-dollar TV Specials,** run **full page ads** in every newspaper and magazine in the country, and send out **fancy color brochures** with every bill! And our new theme will be: **"Your Electric Company Spends Its Money Wisely!"**

Did you hear the good news? We've just been authorized a **$750,000 tax write-off** so we can **modernize our equipment!**

Great! We'll put a **new bar** in the **Executive Cocktail Lounge,** expand the **Executive Swimming Pool,** and build a new **Indoor Executive Parking Facility!**

I'm new here! How come the Electric Company pushes "cordless appliances?"
Because after you run one, it takes twice as much electricity to recharge it as it would've taken to run a regular appliance for the same length of time!
PORTABLE! CONVENIENT!
USE THE NEW CORDLESS APPLIANCES
The water enters the nuclear generator here, cools the atomic pile, and gets dumped back into the river there!
But doesn't the heated water affect the ecology?
Naah! It kills a few fish and plants and birds! But it doesn't affect the ecology at all!
We got the authorization from Washington! We can increase our monthly rates by $175,000!
That's not so much!
Per block?!?
We gotta be seen lurking around this neighborhood for another week! There are still a few holdouts who refuse to leave their lights on all night to ward off crime!
Hey, how come you set up the barricades here?!? The cable break is at Elm and Main!!
We know! But we jam up more traffic here!
12 MAIN
CAUTION MEN AT WORK
STOP NO THRU TRAFFIC
Our effective control of pollution is down 43%! Our uninterrupted service to customers is down 52%! And our efficiency is down 61%! What should we do?
Raise our rates 74%!

SPEECH-EASY DEPT.

MAD has received a lot of mail lately from readers who complain that the high cost of campaigning has prevented them from running for office in this year's elections. We, of course, assume that anybody who reads MAD isn't qualified anyway. Still, it seems un-American to bar idiots from politics just because they're poor. So we're rushing to the aid of poverty-stricken candidates with "MAD's Instant Speech Writer", designed to eliminate the cost of hiring an expensive genius to compose your campaign oratory.

MAD'S SIMPLIFIED ABC MET

Bulling Your Way Throu

FOREIGN POLICY
INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Wishy-washy	1. Incompetent	1. Fanaticism
2. Immoral	2. Knuckle-headed	2. Corruption
3. Mealy-mouthed	3. Lunatic	3. Saber rattling
4. Unmitigated	4. Two-faced	4. Anti-Americanism
5. Short-sighted	5. Paranoid	5. Dictatorship

ALL-PURPOSE FOREIGN POLICY STATEMENTS

1. This nation must not stand idly by and watch the councils of world diplomacy disintegrate into a formum for (A) (B) (C) .

2. Throughout history, (A) (B) (C) has led, without exception, to (A) (B) (C) .

3. If my opponent has his way, we will soon find ourselves in an unholy alliance with the forces of (A) (B) (C) .

4. In the realm of foreign aid spending, the time has come to separate our friends from the practitioners of (A) (B) (C) .

URBAN CRISIS
INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Decaying	1. Contaminated	1. Ghettoes
2. Crime-ridden	2. Rotten	2. Neighborhoods
3. Hazardous	3. Overcrowded	3. Firetraps
4. Turbulent	4. Unsanitary	4. Streets
5. Depressingly	5. Polluted	5. Schoolrooms

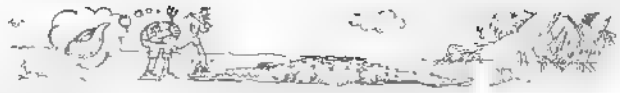
ALL-PURPOSE URBAN CRISIS STATEMENTS

1. I favor progress, but I also recognize that our ethnic minorities look upon (A) (B) (C) as part of their cultural heritage.

2. In time, (A) (B) (C) will spawn (A) (B) (C), and it may be a case of spending billions merely to trade one for the other.

3. As a religious man, I must ask myself this question: Did the good Lord create (A) (B) (C) only to have us undo His work?

4. Are we to view (A) (B) (C) as totally undesirable, or also as living testimony of America's maturing growth?



The Instant Speech Writer consists of lists of impressive words which can be assembled into impressive phrases to create "Instant Expertise" on every major campaign issue. Just pick any word from Column "A" of one of the "Instant Phrasemakers" below, add any word from Column "B", complete phrase with one from Column "C", and drop the whole mish-mosh into any one of the "All-Purpose Statements" provided, and there you have it! Just one of the hopelessly confusing and meaningless oratory gems provided by . . .

HOD OF...
gh Election Campaigns

WRITER: TOM KOCH

NATIONAL ECONOMY
INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Burgeoning	1. Systematic	1. Imbalance
2. Unchecked	2. Deficit	2. Depletion
3. Spiraling	3. Subsidized	3. Productivity
4. Ill-conceived	4. Regulatory	4. Indebtedness
5. Wasteful	5. Stratified	5. Unemployment

ALL-PURPOSE NATIONAL ECONOMY STATEMENTS

1. For twenty years, our fiscal policy has been one of (A) (B) (C). Now, the inevitable consequence is (A) (B) (C).

2. Our senior citizens faced with the plight of living on a fixed income should pause to consider the effects of (A) (B) (C).

3. Show me a nation that permits (A) (B) (C), and I'll show you a nation that's headed for (A) (B) (C).

4. Small wonder that prices keep rising when our national leaders offer us nothing but more (A) (B) (C).

CAMPAIGN PROMISE
INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Unwavering	1. Non-partisan	1. Ramification
2. Consistently	2. Representative	2. Dychotomy
3. Dynamic	3. Proportional	3. Nepotism
4. Tireless	4. Straightforward	4. Xenophobia
5. Dedicated	5. Meaningful	5. Verbosity

ALL-PURPOSE CAMPAIGN PROMISE STATEMENTS

1. You have my solemn pledge that I will go to Washington and give the voters of this district (A) (B) (C).

2. Look at the record, and you will see that my (A) (B) (C) has always assured my constituents of (A) (B) (C).

3. I am sure I can count on all of you to cast your ballots for the only candidate who offers you another four years of (A) (B) (C).

4. Surely, there can be no question of the outcome when my opponent promises nothing but (A) (B) (C) while I pledge (A) (B) (C).

LAW AND ORDER
INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Irresponsible	1. Long-haired	1. Drop-outs
2. Misguided	2. Leftist	2. Rabble rousers
3. Giggling	3. Militant	3. Self-seekers
4. Shiftless	4. Pseudo-intellectual	4. Foreigners
5. Wild-eyed	5. Homicidal	5. Freaks

ALL-PURPOSE LAW AND ORDER STATEMENTS

1. Where but in America do we imprison common criminals while we allow (A) (B) (C) to walk the streets with impunity?
2. Remember, a vote for me will save your children, as well as generations yet unborn, from growing up to become (A) (B) (C).
3. I believe in the constitutional right of all those (A) (B) (C) and (A) (B) (C) to go back to Russia where they came from.
4. Unless we want our wives and mothers to be accosted by (A) (B) (C), then the course we must follow seems clear.

NATIONAL DEFENSE
INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Nuclear	1. Megaton	1. Capability
2. First strike	2. Intermediary	2. Warhead
3. Multiple	3. Ultra-ballistic	3. Force
4. Modernized	4. Optimum	4. Rocket
5. Superior	5. Saturation	5. Arsenal

ALL-PURPOSE NATIONAL DEFENSE STATEMENTS

1. Much as I abhor military waste, the development of a (A) (B) (C) could mean thousands of new jobs for this district.
2. Unlike my inexperienced opponent, I have unbiased Pentagon contacts who keep me updated on the need for a (A) (B) (C).
3. We must ask ourselves whether it is prudent to delay appropriations for a (A) (B) (C) when the Russians already have a (A) (B) (C).
4. Let us not commit the sin of spending billions on a (A) (B) (C) when a (A) (B) (C) can obliterate more at less expense.

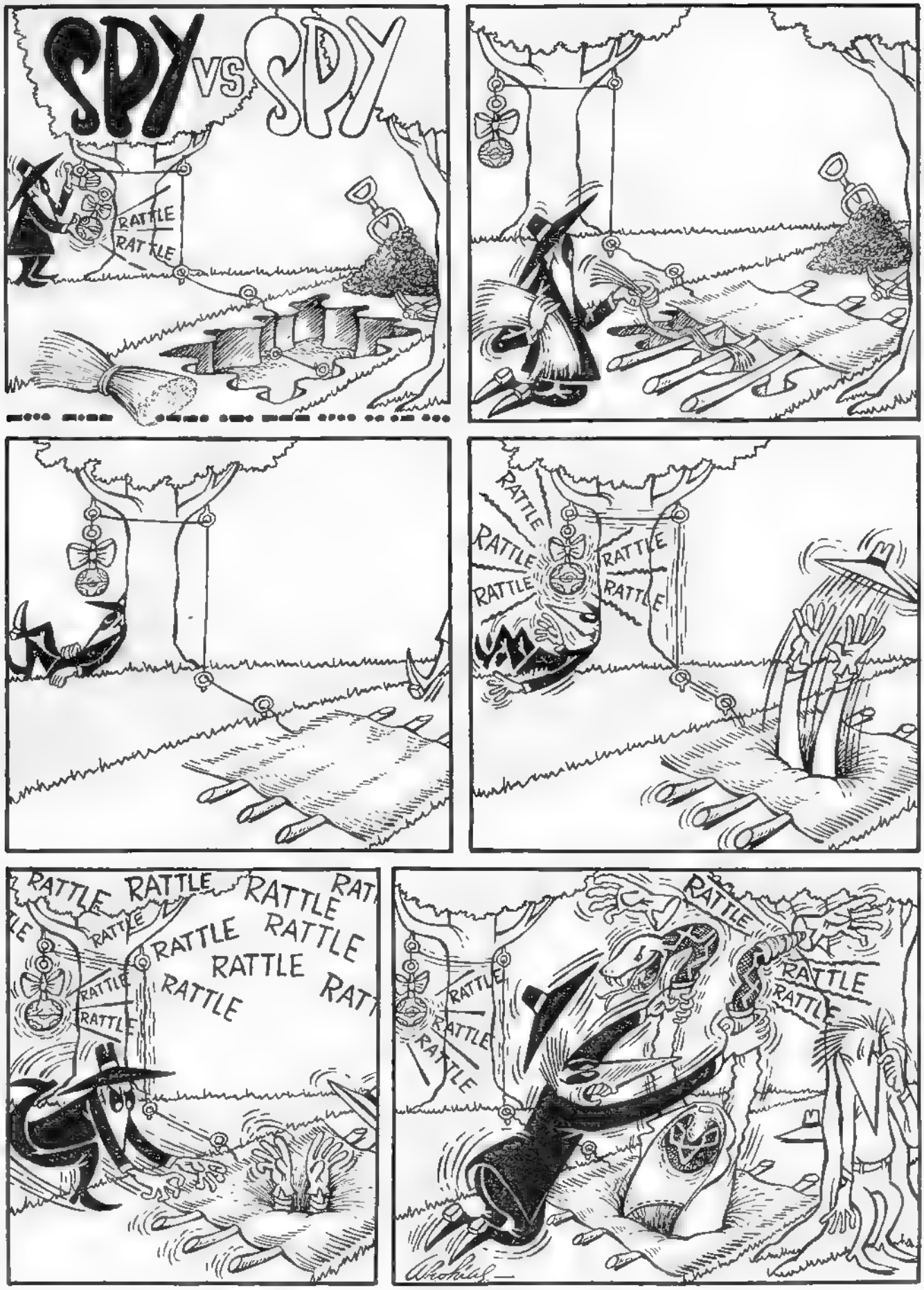
Naturally, many candidates hesitate to use Instant Phrases dealing with specific issues for fear that their statements will be mistakenly construed as advocating or opposing something. Then, too, many lack the intelligence to memorize all the Instant Phrases they need to speak out forcefully on a variety of subjects they don't understand. To help elect these mental deficients, a list of "Instant Phrase Political Platitudes" has been prepared. All are guaranteed to win applause, and none can result in embarrassing demands for clarification later. You may not make headlines, but you won't make a complete and utter fool of yourself either if you confine your speeches to . . .

POLITICAL PLATITUDES
INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Creeping	1. Socialistic	1. Bungling
2. Idiotic	2. Governmental	2. Interference
3. Sprawling	3. Bolshevik	3. Welfarism
4. Spendthrift	4. Meatheaded	4. Boondoggling
5. Repressive	5. Bureaucratic	5. Opportunism

ALL-PURPOSE POLITICAL PLATITUDE STATEMENTS

1. To paraphrase Abraham Lincoln, Albert Schweitzer and Joan of Arc, the American people will never tolerate (A) (B) (C).
2. Today's (A) (B) (C) can only lead to (A) (B) (C) tomorrow, and this is not what we want Old Glory to stand for.
3. Surely, no one within range of my voice wants his family to live in a corruptive atmosphere of (A) (B) (C).
4. My faith in the American voter makes me certain that you will not let this great land fall victim to (A) (B) (C).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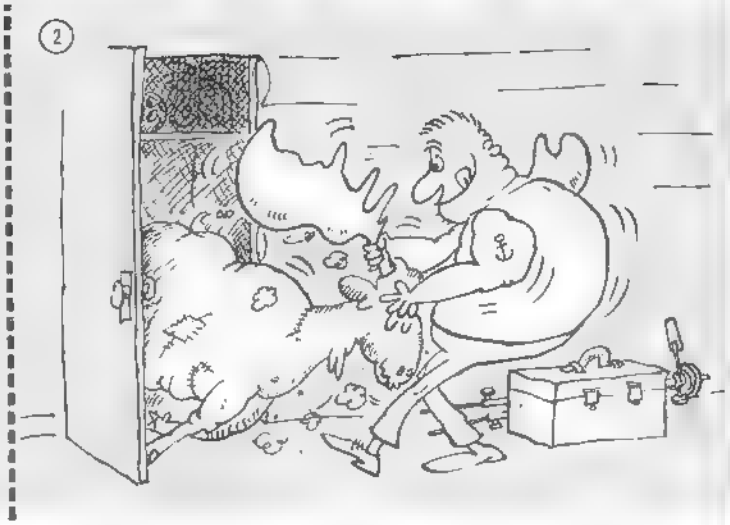
THE FOREST'S PRIME EVIL DEPT.

A MAD LOOK AT... HUNT



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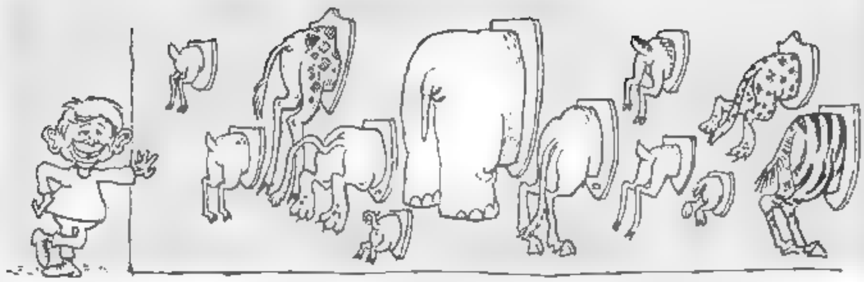
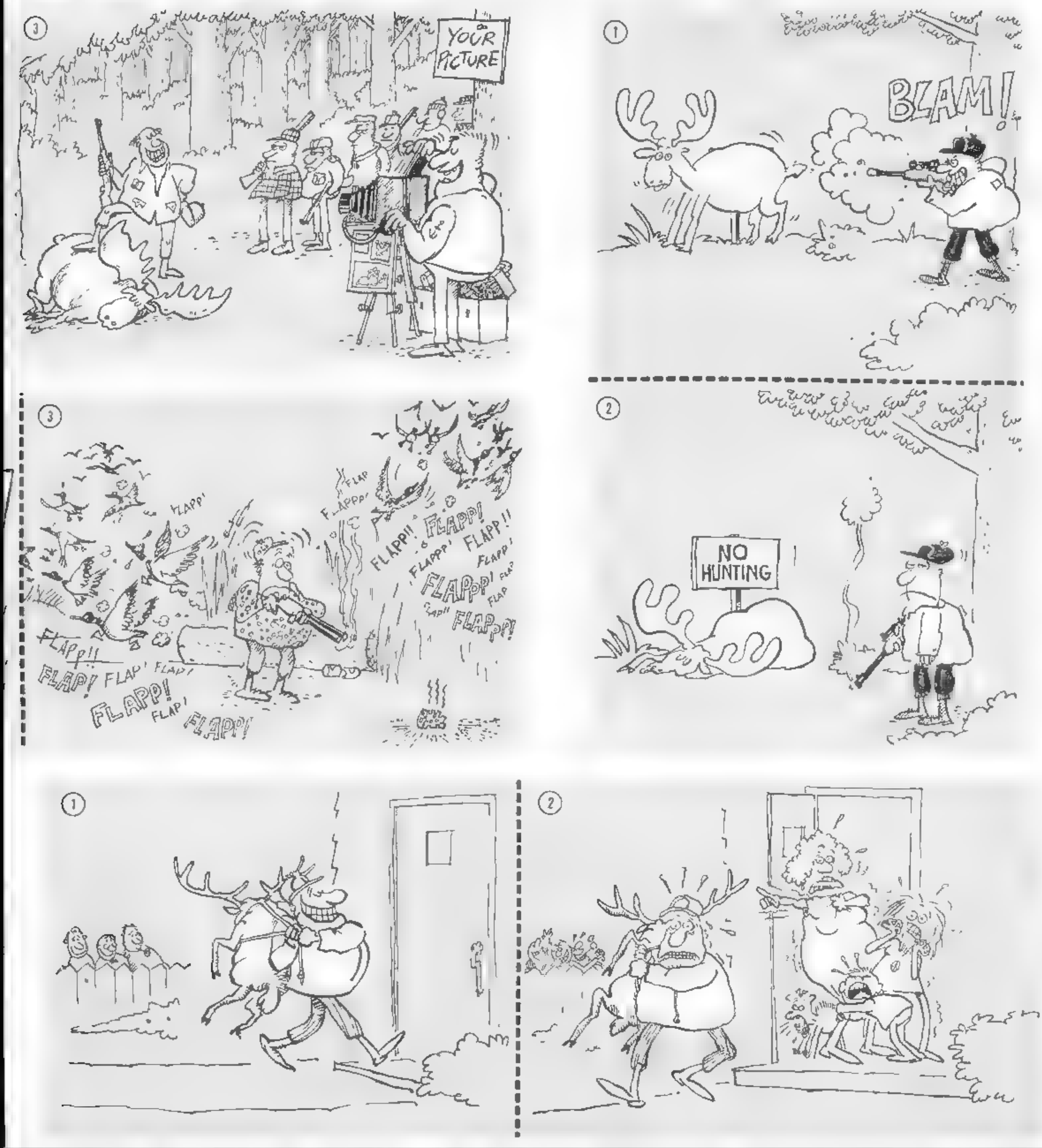


ARTIST & WRITER: SERGIO ARAGONES



1
MOOOOO!

2
RUMBLE!

1

1

2

1
BLAM!

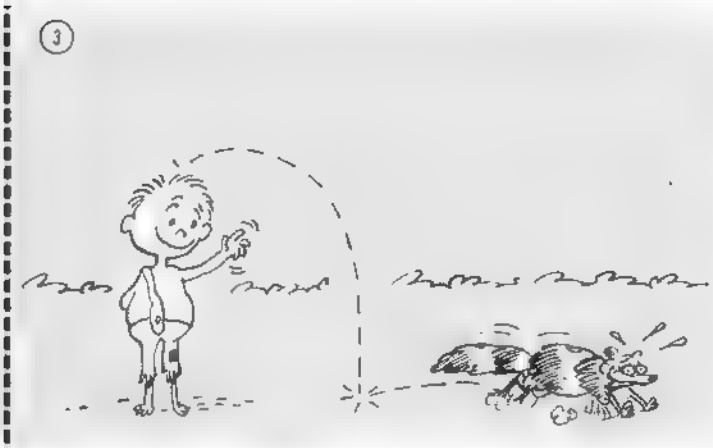
2

1
BIRD GUIDE
BIRD WATCHERS

2

2

3
SHH!
PROTECT OUR ENVIROMENT
S.P.C.A
DONT HUNT OUR
DONT KILL OUR ANIMALS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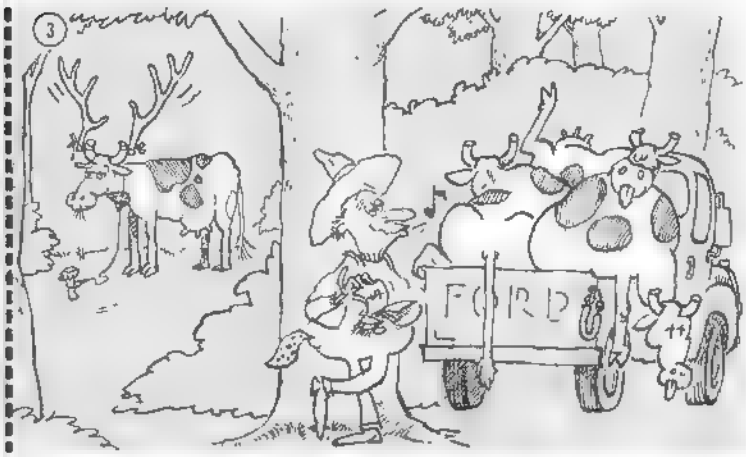
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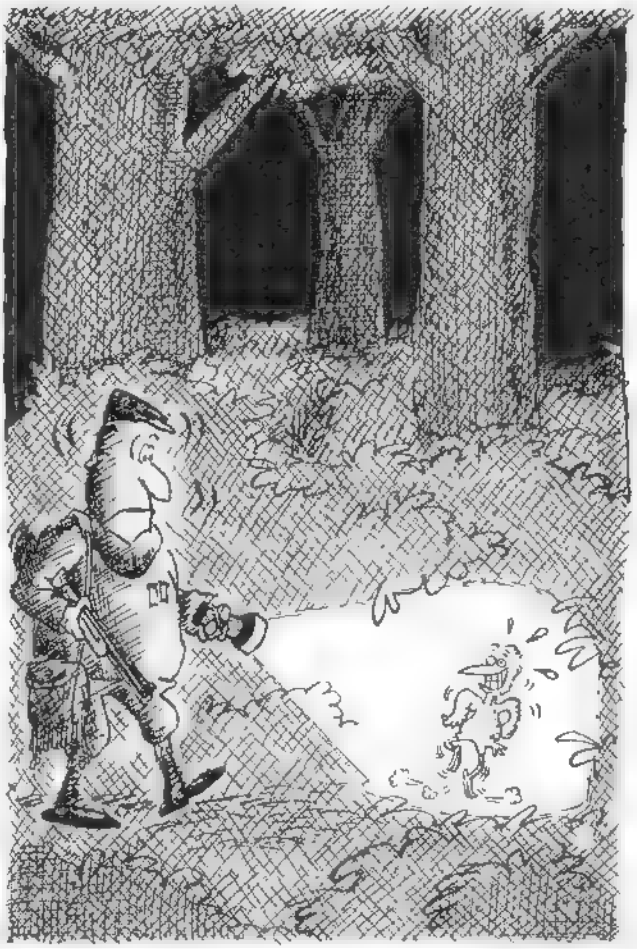
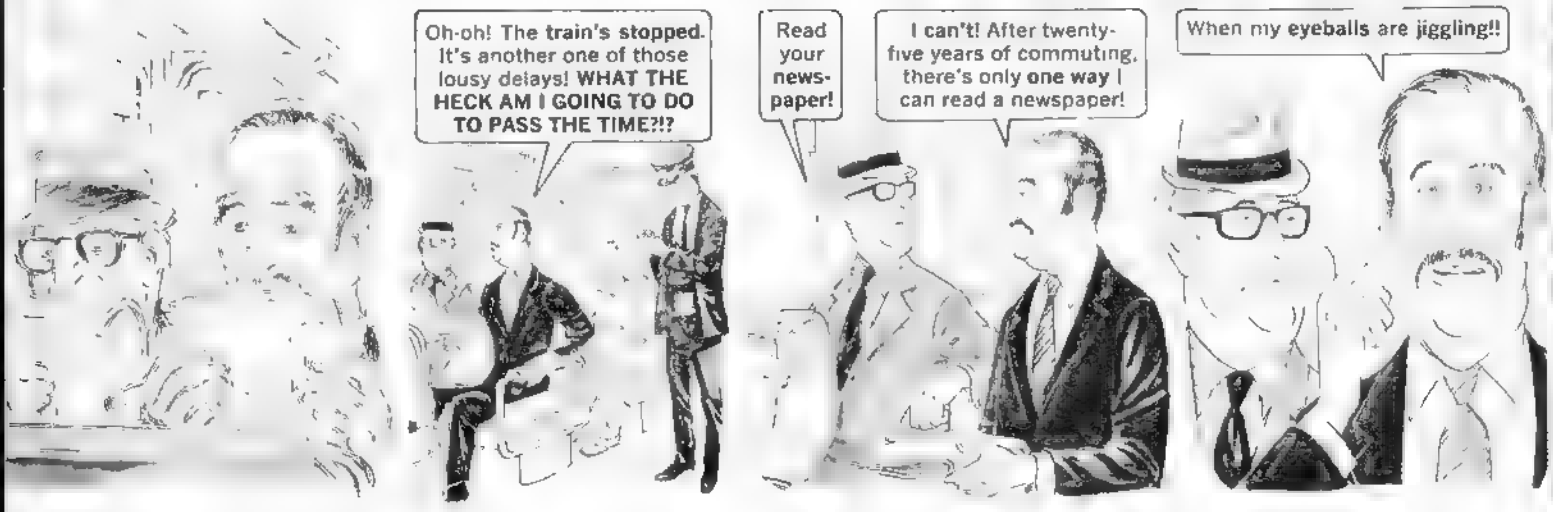
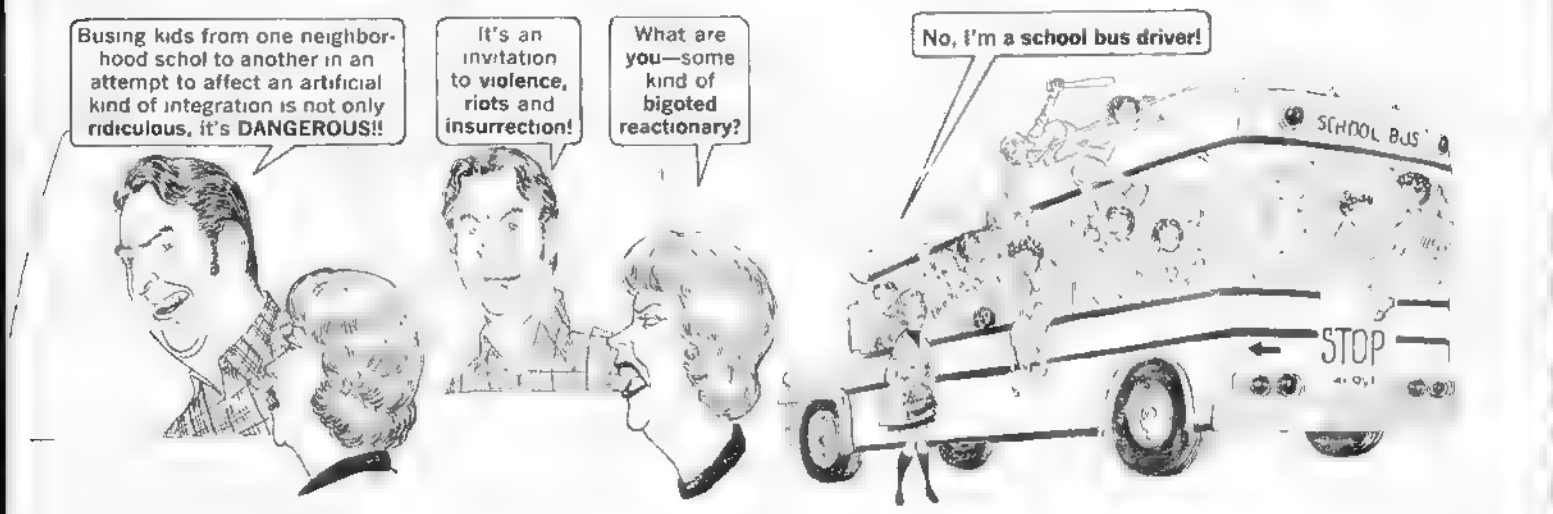


BERG'S-EYE VIEW DEPT.

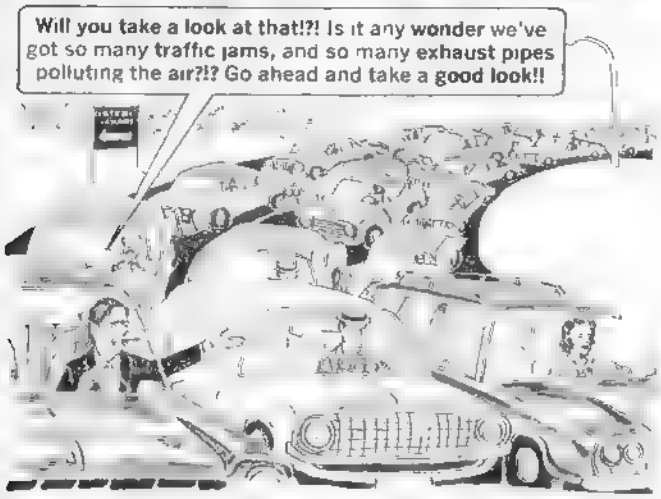
THE LIGHTER SIDE OF... COM

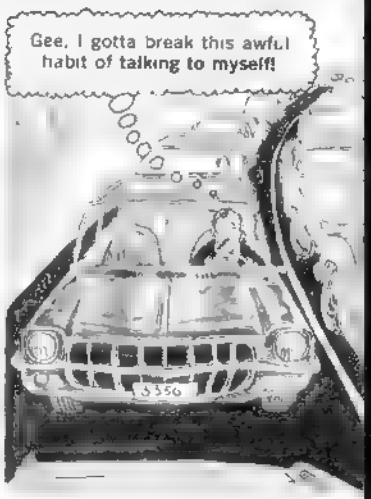


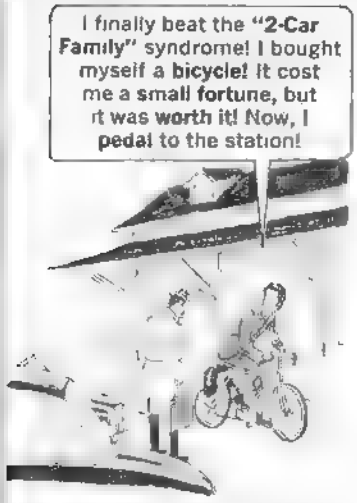


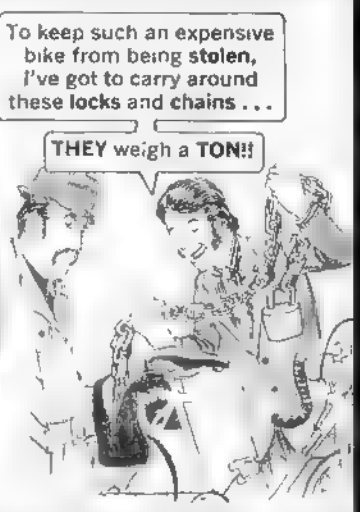
MUTING

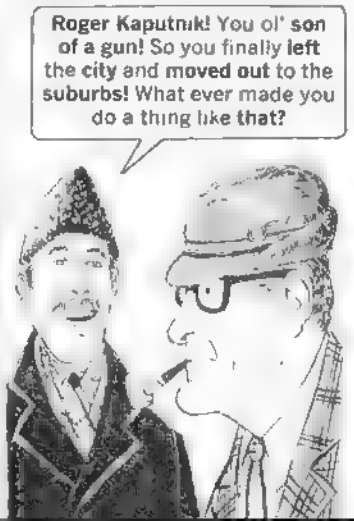
ARTIST & WRITER: DAVE BERG

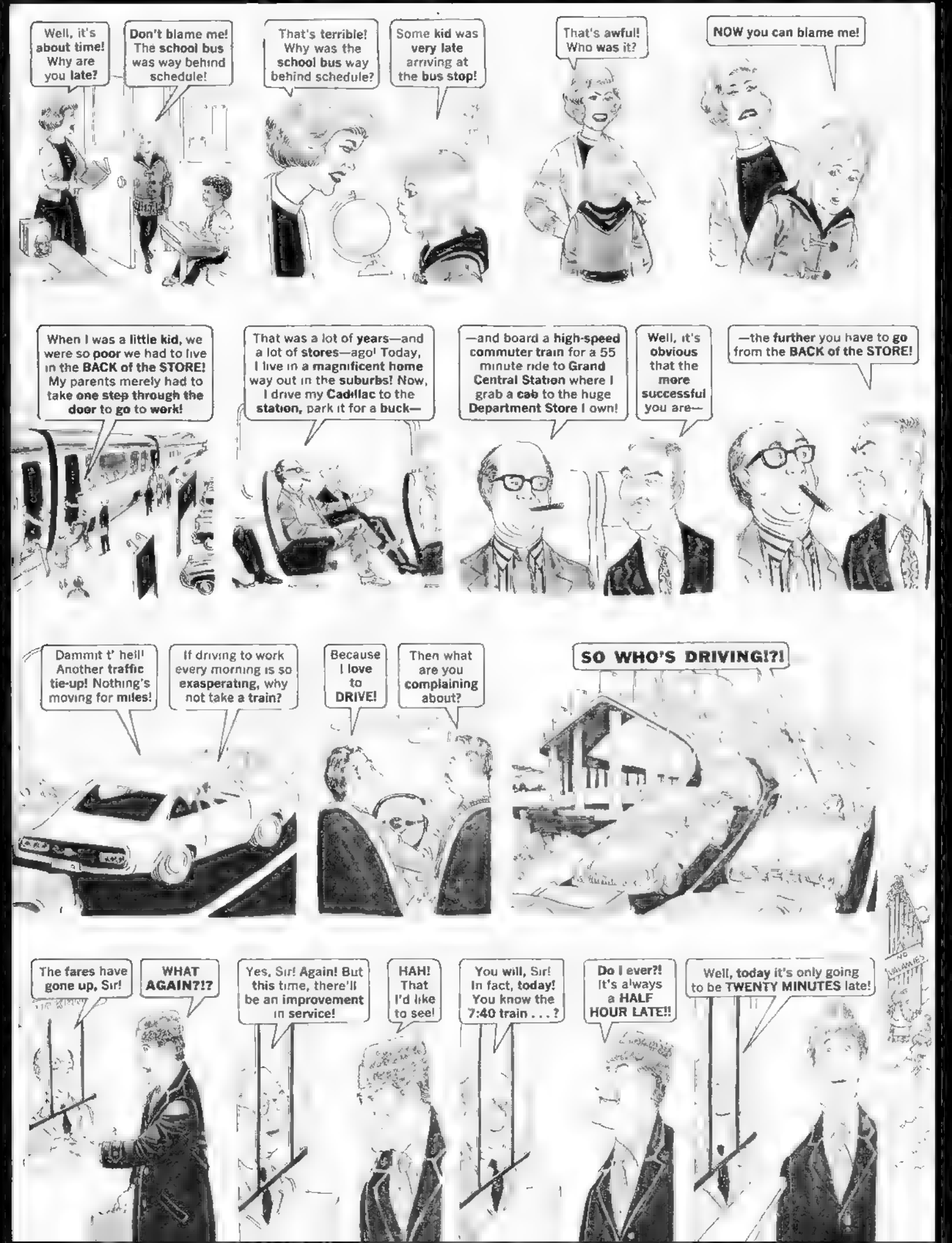


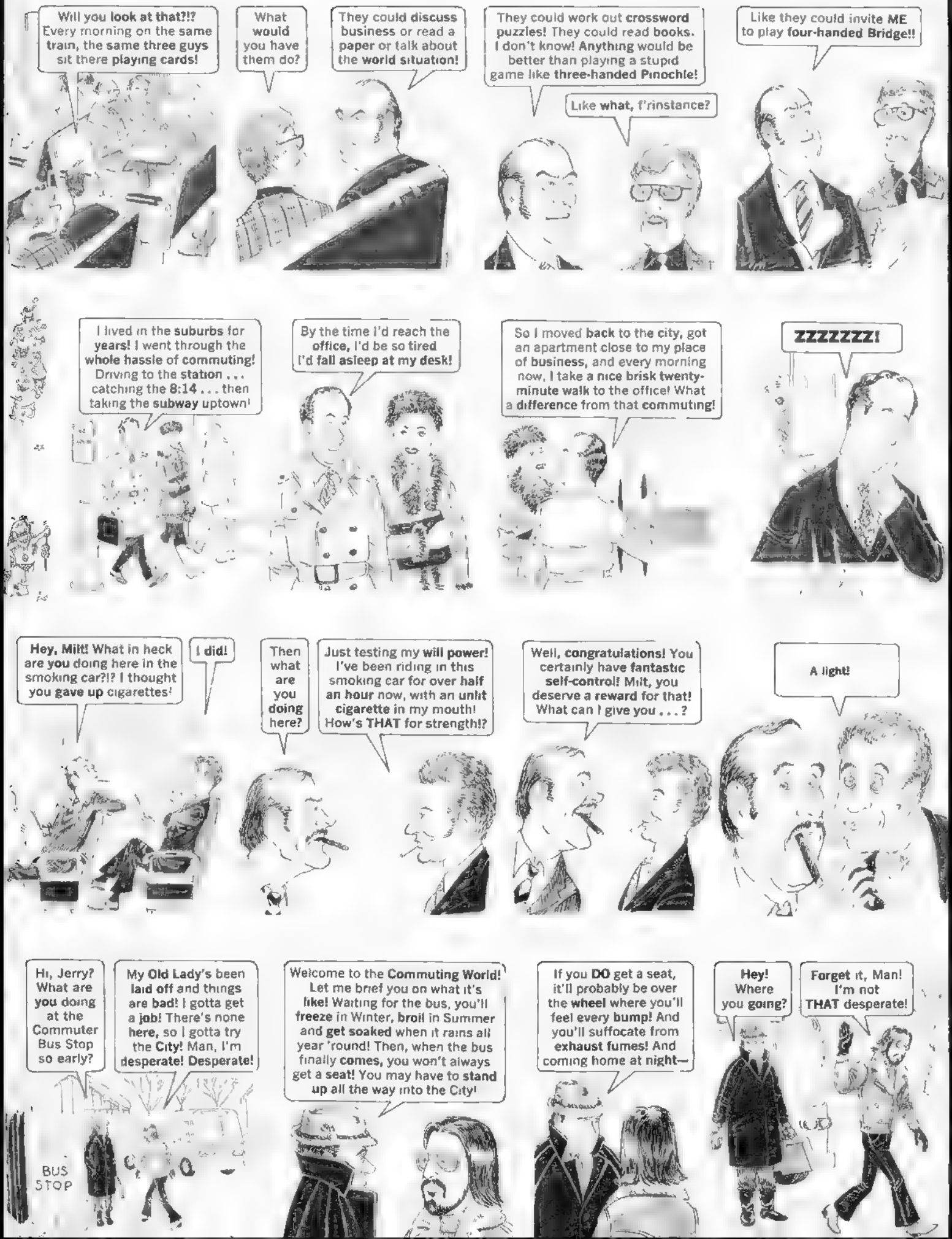








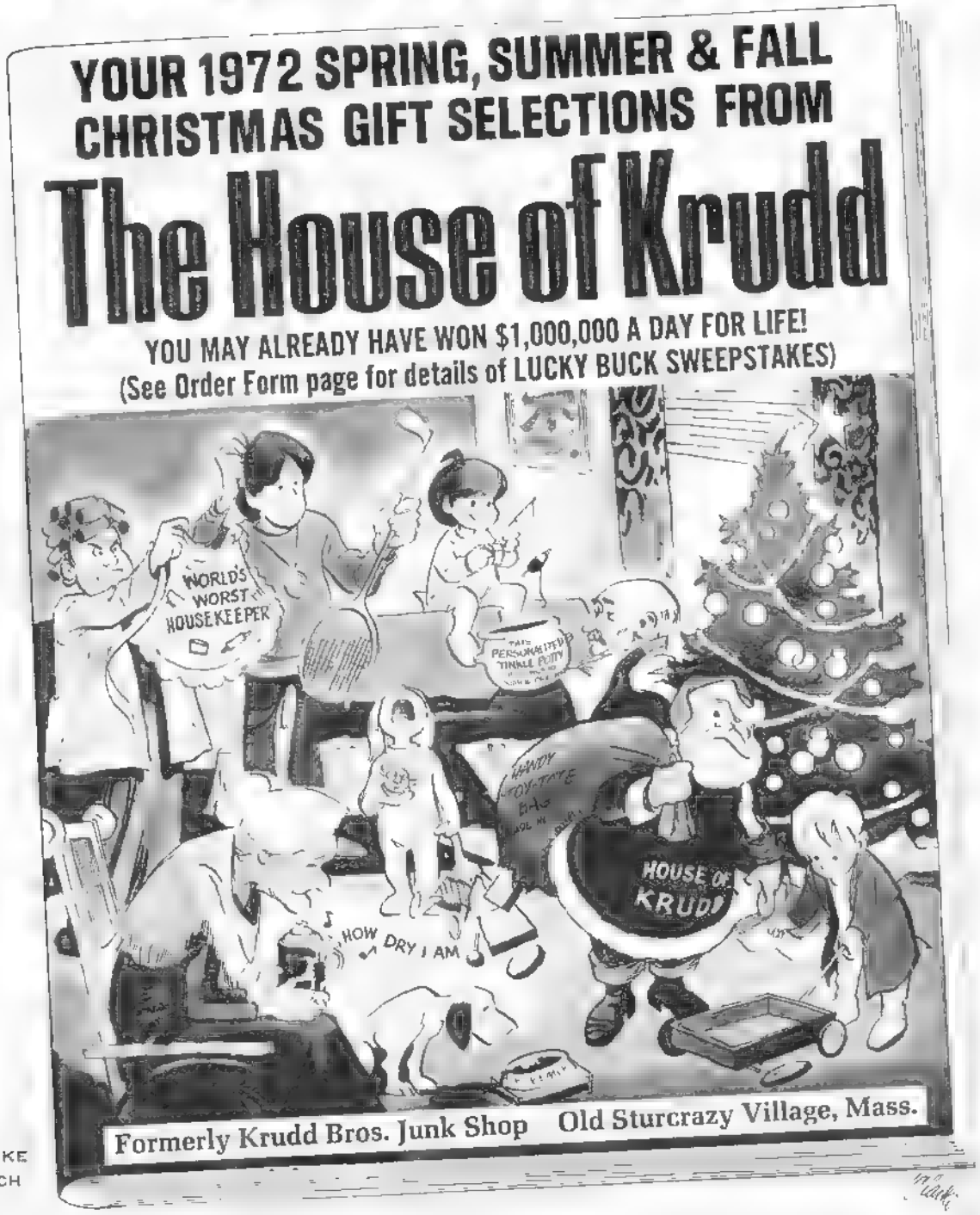

Well, it's about time! Why are you late?
Don't blame me! The school bus was way behind schedule!
That's terrible! Why was the school bus way behind schedule?
Some kid was very late arriving at the bus stop!
That's awful! Who was it?
NOW you can blame me!
When I was a little kid, we were so poor we had to live in the BACK of the STORE! My parents merely had to take one step through the door to go to work!
That was a lot of years—and a lot of stores—ago! Today, I live in a magnificent home way out in the suburbs! Now, I drive my Cadillac to the station, park it for a buck—
—and board a high-speed commuter train for a 55 minute ride to Grand Central Station where I grab a cab to the huge Department Store I own!
Well, it's obvious that the more successful you are—
—the further you have to go from the BACK of the STORE!
Dammit t' hell! Another traffic tie-up! Nothing's moving for miles!
If driving to work every morning is so exasperating, why not take a train?
Because I love to DRIVE!
Then what are you complaining about?
SO WHO'S DRIVING!?!
The fares have gone up, Sir!
WHAT AGAIN?!?
Yes, Sir! Again! But this time, there'll be an improvement in service!
HAH! That I'd like to see!
You will, Sir! In fact, today! You know the 7:40 train . . . ?
Do I ever?! It's always a HALF HOUR LATE!!
Well, today it's only going to be TWENTY MINUTES late!


Will you look at that?!? Every morning on the same train, the same three guys sit there playing cards!
What would you have them do?
They could discuss business or read a paper or talk about the world situation!
They could work out crossword puzzles! They could read books. I don't know! Anything would be better than playing a stupid game like three-handed Pinochle!
Like what, f'rinstance?
Like they could invite ME to play four-handed Bridge!!
I lived in the suburbs for years! I went through the whole hassle of commuting! Driving to the station . . . catching the 8:14 . . . then taking the subway uptown!
By the time I'd reach the office, I'd be so tired I'd fall asleep at my desk!
So I moved back to the city, got an apartment close to my place of business, and every morning now, I take a nice brisk twenty-minute walk to the office! What a difference from that commuting!
ZZZZZZZ!
Hey, Milt! What in heck are you doing here in the smoking car?!? I thought you gave up cigarettes!
I did!
Then what are you doing here?
Just testing my will power! I've been riding in this smoking car for over half an hour now, with an unlit cigarette in my mouth! How's THAT for strength!?
Well, congratulations! You certainly have fantastic self-control! Milt, you deserve a reward for that! What can I give you . . . ?
A light!
Hi, Jerry? What are you doing at the Commuter Bus Stop so early?
My Old Lady's been laid off and things are bad! I gotta get a job! There's none here, so I gotta try the City! Man, I'm desperate! Desperate!
BUS STOP
Welcome to the Commuting World! Let me brief you on what it's like! Waiting for the bus, you'll freeze in Winter, broil in Summer and get soaked when it rains all year 'round! Then, when the bus finally comes, you won't always get a seat! You may have to stand up all the way into the City!
If you DO get a seat, it'll probably be over the wheel where you'll feel every bump! And you'll suffocate from exhaust fumes! And coming home at night—
Hey! Where you going?
Forget it, Man! I'm not THAT desperate!

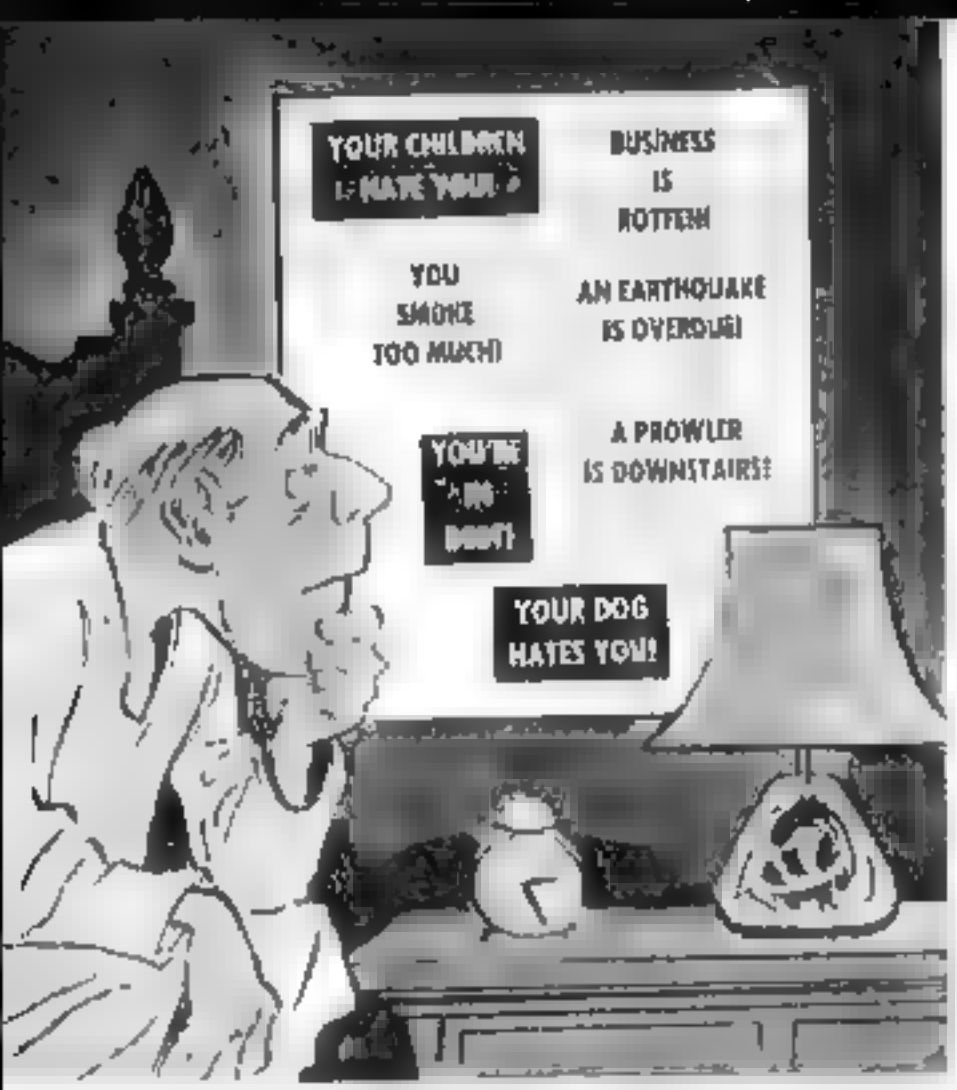
HIYA THERE, CHARLIE BABY!
Oh, darn! I'm so pooped, I was going to take a nap going home! Now, here comes big-mouthed Sidney Bupkiss!
Man, what a day! Like everything happened! I'm not just beat— I'm beaten!
Yawn! I know just how —yawn— you feel!
I see YOU'RE pooped, TOO! I'm not keeping you awake, am I?
Oh, no! Yawn! Not at all!
ZZZZ
NOW YOU ARE!!
SCREEECH!
Watch who you're pushing, Buster!
OWW! Don't hit me, Lady! It's not my fault! Blame it on INERTIA!
Then I'll hit HIM, too!!
Well, today is my last 8:12 into the city! My retirement begins tomorrow!
YOU?!? But you're a steam engine of energy!
I've seen you on the golf course and on the tennis court! No one can keep up with you! What's this about retiring?! You're not too old to work!!
To work . . . no!
To commute . . . YES!
I swear, every year this lousy railroad gets worse!
Let's face it! The 8:55 just isn't coming! Neither is the 9:15!
Well, we've got to find other means to get to the city!
I guess I'll drive in!
I guess I'll take the bus!
Not me! I'm not deserting a friend just because it's become old and run-down and decrepit! I'm going to stick to the railroad!

In the beginning, those pesky mail order gift companies seemed satisfied to squeeze a few dollars out of each of us at Christmas time. But soon, their catalogues began cluttering up our mail boxes in late summer, urging us to do our Christmas shopping early. Now, fearful that we may spend our off-season savings on mere necessities of life, their apparent plea is, "Do your Christmas shopping all year round." As evidence, we've selected one of the 23 we received just last week, and we herewith reprint a typical . . .

MAIL ORDER GIFT CATALOGUE



ARTIST: BOB CLARKE
WRITER: TOM KOCH



END RISK OF FLUSHING TODDLERS AWAY with this safety bathroom seat, specially designed to fit tiny bottoms. Deluxe model also avoids danger of nasty spills from "potty" with dry ice unit that causes warm flesh to adhere to below-zero seat. Bitter cold saves Mother's time, too, by prompting youngsters to speed up.

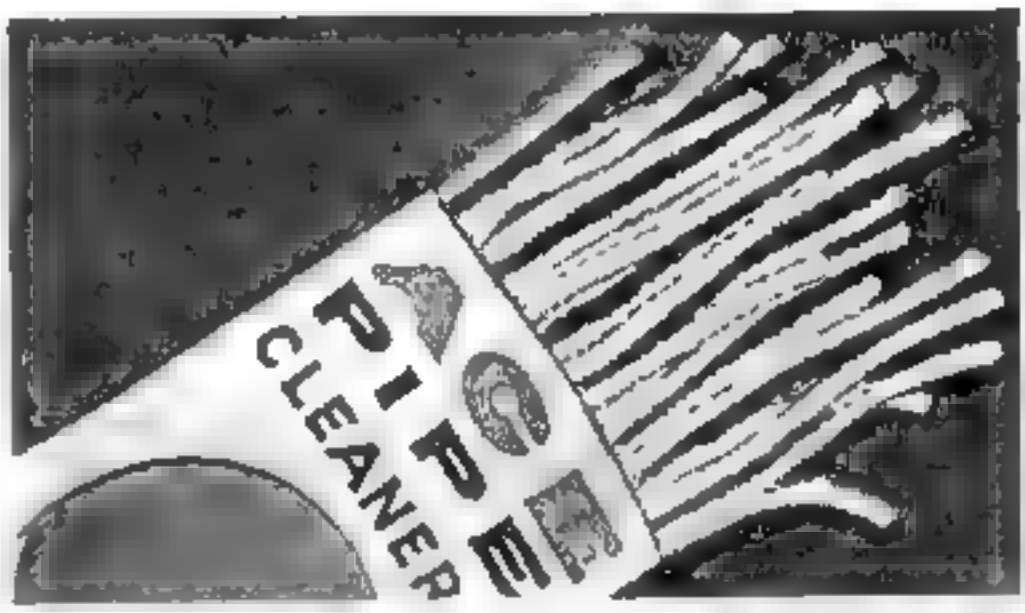
497-A—TODDLER'S BATHROOM SEAT $9.95
497-B—DELUXE SEAT WITH DRY ICE UNIT. $39.95

CAN'T SLEEP FOR NO APPARENT REASON? Jumbo glow-in-the-dark worry plaque supplies plenty of reasons for thoughtful insomnia. Phosphorescent-lettering eliminates minor worry of running up light bill in order to read plaque, and frees your mind to concentrate on bigger problems.

872—NITE-GLO WORRY PLAQUE . $89.50
(Priced high so you can worry about your extravagance, too.)

WIRE STRIPS COATED WITH FUZZY STUFF have hundreds of household uses. Teach kiddies to bend them into realistic animal shapes. Great for bundling uncooked spaghetti strands and broken ball point pens, too. Or hang one in bathroom for use as short, rainy day clothesline

228—WIRE STRIPS COATED WITH FUZZY STUFF $4.98

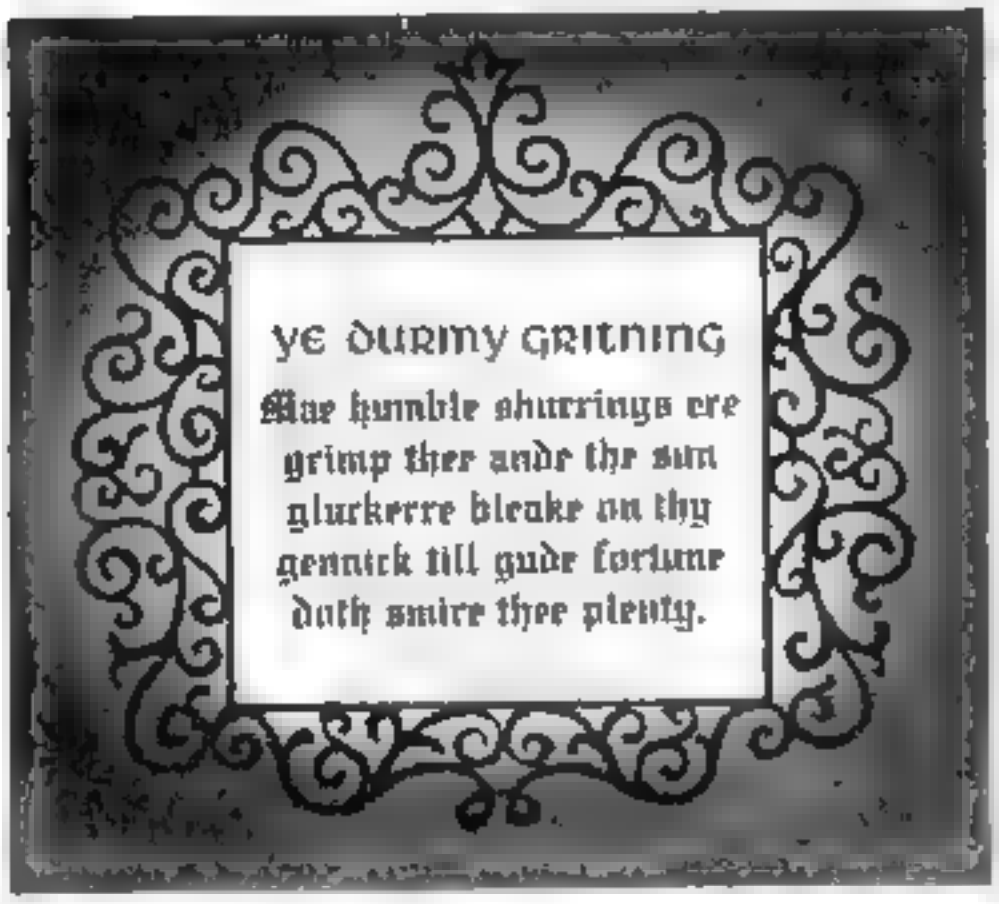


SAVE MONEY WITH AMAZING DOGGIE MOP! Why keep replacing worn out floor mops when this new device lets you pick up dust and grime with your household pet? Sturdy strap attached to handle fastens around Fido's middle to let him help with housework. Will not harm pet unless you dunk him in bucket of pure ammonia

287T—SMALL DOGGIE MOP FOR PEKINESE, POODLES, ETC. $2.98
287U—MEDIUM DOGGIE MOP FOR SPANIELS, HOUNDS, ETC. $3.98
287V—LARGE DOGGIE MOP FOR DOBERMANS AND GERMAN SHEPHERDS (Not recommended for use unless dog is already dead.) $4.98

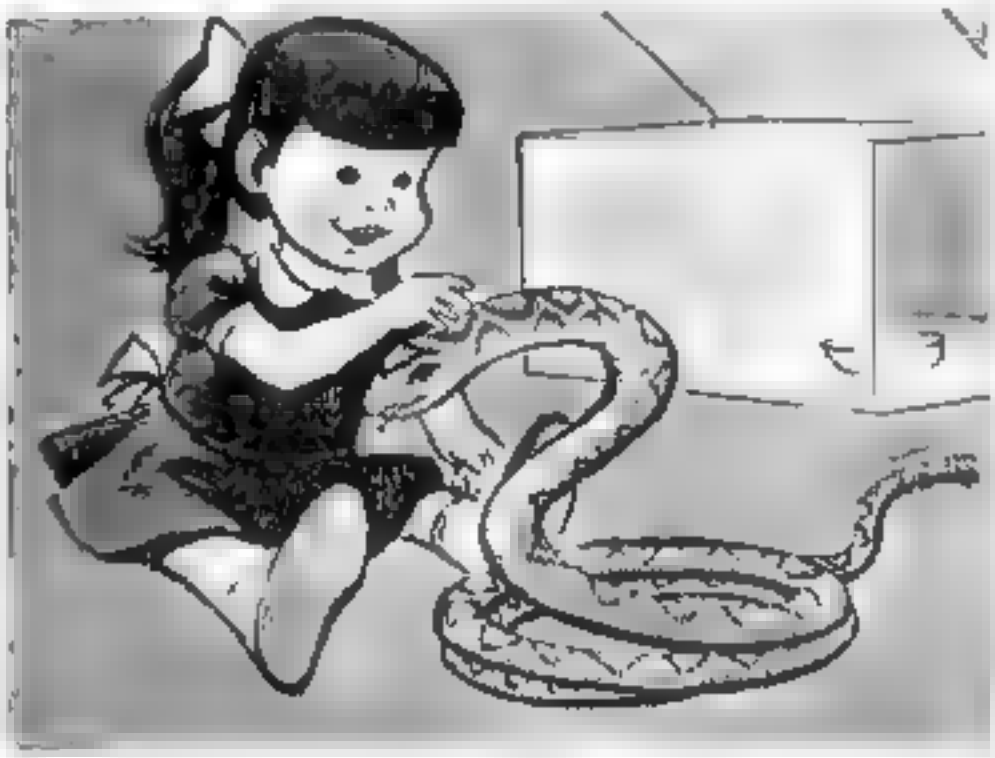
KEEP TABS ON THE FAMILY DRUNK with easily installed liquor cabinet alarm system. Piercing siren wails automatically when booze hound opens cabinet to sneak a nip. Ear splitting noise encourages abstinence by making hangover headaches unbearable. Deluxe model also spews forth Alcoholics Anonymous literature.

384 —"WIND-ALERT" LIQUOR CABINET ALARM $39.95
384A—DE LUXE ALARM WITH A.A. LITERATURE DISPENSER 59.95



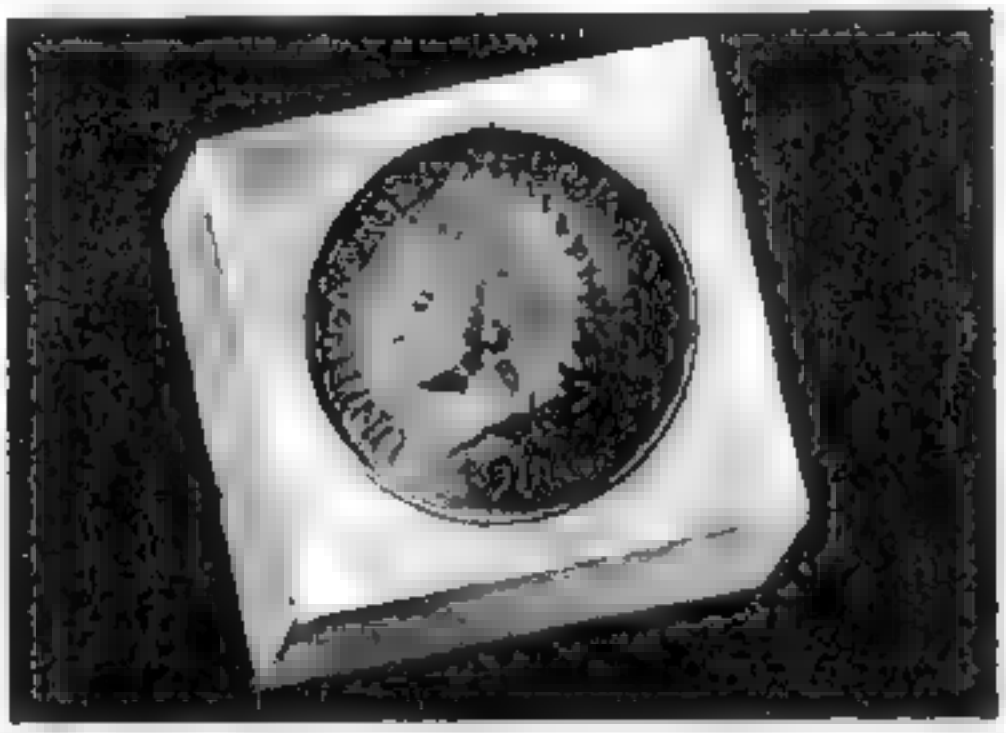
OLD SCOTTISH FRIENDSHIP GREETING makes this heat resistant trivet more than a kitchen utensil. Thoughtful message provides daily reminder to lift troubled spirits. Hang one on home wall and attach another to car or motorcycle. Great for campers, too!

725—INSPIRATIONAL TRIVET $3.99



CHILDREN QUICKLY LEARN NATURE'S WONDERS with this fully equipped rattlesnake hutch. Complete with live baby snake which grows to live adult snake as kiddies feed and care for interesting new pet. Easy-open hutch door permits even small tots to remove animal for closer study. Lets budding zoologists learn the fun way!

487A—CHILDREN'S RATTLESNAKE HUTCH ..... $ 27.95
488B—EXTRA LIVE SNAKES 12.95
489C—EXTRA LIVE CHILDREN 112.95

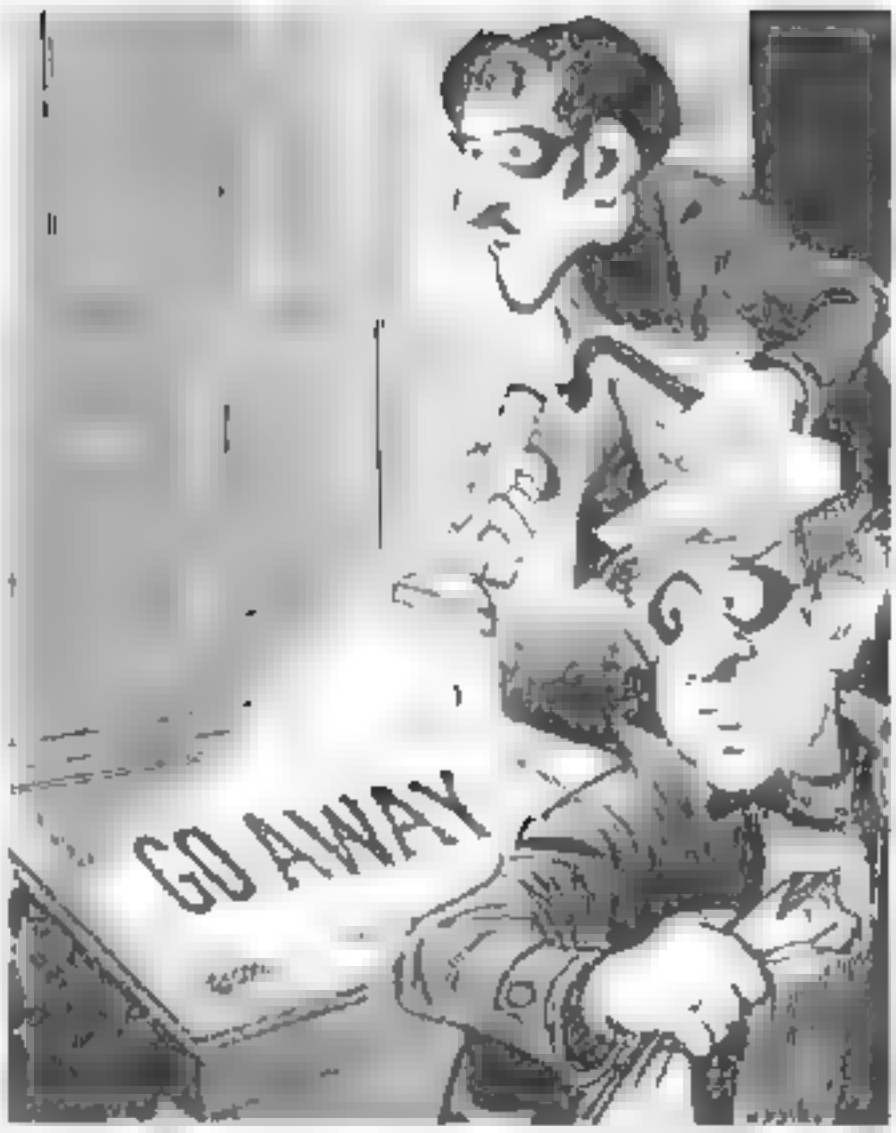


RARE OLD COIN WILL INCREASE IN VALUE! Genuine Indian head penny more than 60 years old is mounted in clear lucite holder for easy viewing without handling. Makes unique gift for all ages. Or buy several thousand for yourself for investment

855—INDIAN HEAD PENNY IN LUCITE CASE $4.98
856—CASE WITHOUT PENNY (Seldom in stock) ..... .10
857—PENNY WITHOUT CASE (Never in stock) ..... .30
858—OUR PROFIT WITHOUT CASE OR PENNY 4.58

HAND MADE PARAGUAYAN COMPUTER combines crude charm of Amazon jungle artefact with efficient utility of I.B M. 360. Handsome cabinet crafted of stone and vines houses inner workings capable of solving complex problems of home and industry. (Inner workings not included.)

866K—PARAGUAYAN STONE COMPUTER $49.95
866L—I.B M. MECHANISM FOR STONE COMPUTER ... $1,298,049.95



STOP INVITING BURGLARS TO ROB YOU! Replace crime encouraging "WELCOME" mat with this newly devised home protector. Psychologically tested hostile message is certain to deter nervous or easily discouraged crooks. Also gives you an edge over pushy door-to-door salesmen

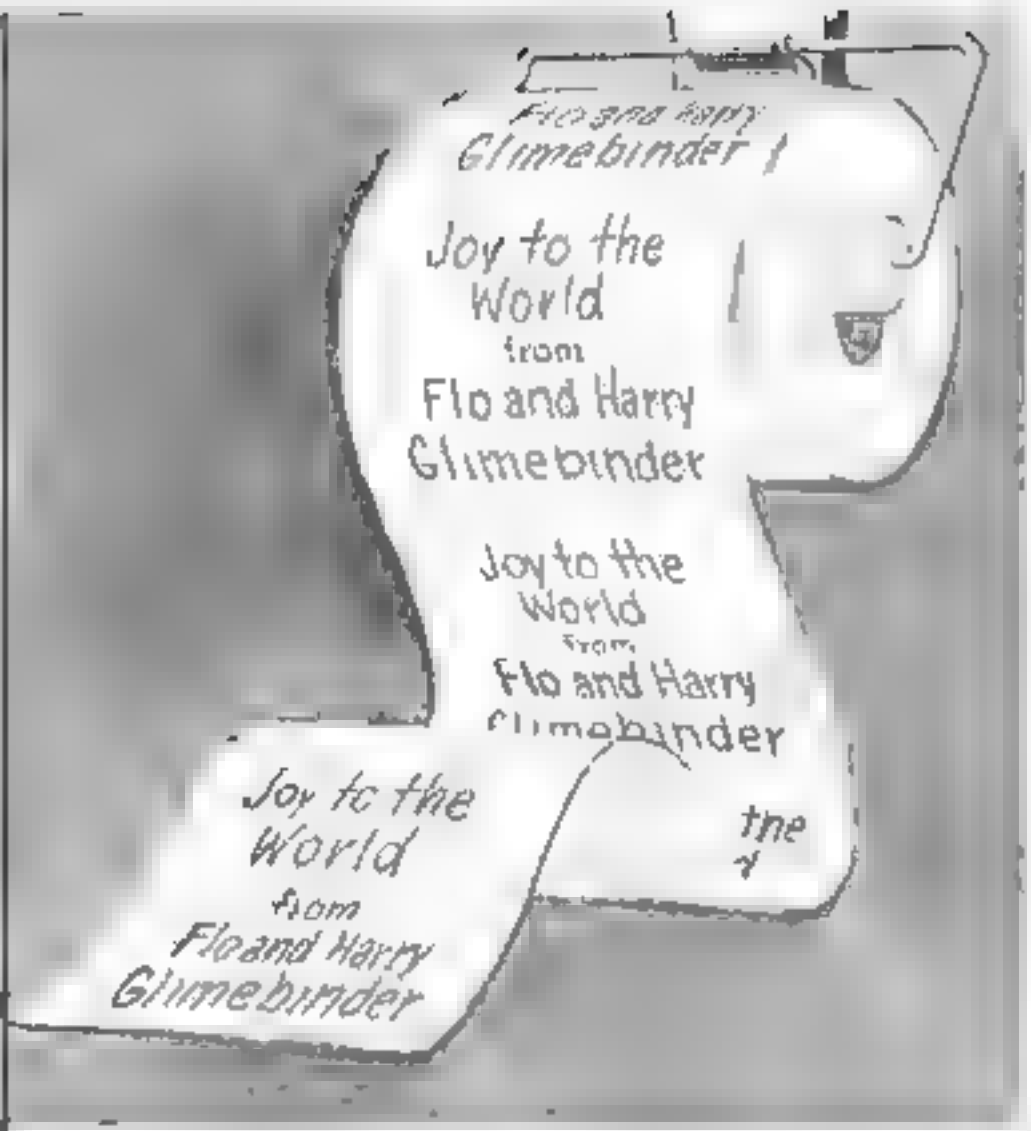
348—"GO AWAY" DOOR MAT $9 95

FEND OFF OVERLY AFFECTIONATE GIRLS with pocket size nerve gas sprayer. Looks like ordinary cigarette, but one blast can paralzye aggressive chicks while you f ee to safety Usually not fatal. Perfect gift for shy make out men.

723—POCKET NERVE GAS SPRAYER $4 98
723-R—REFILL CARTRIDGES .69

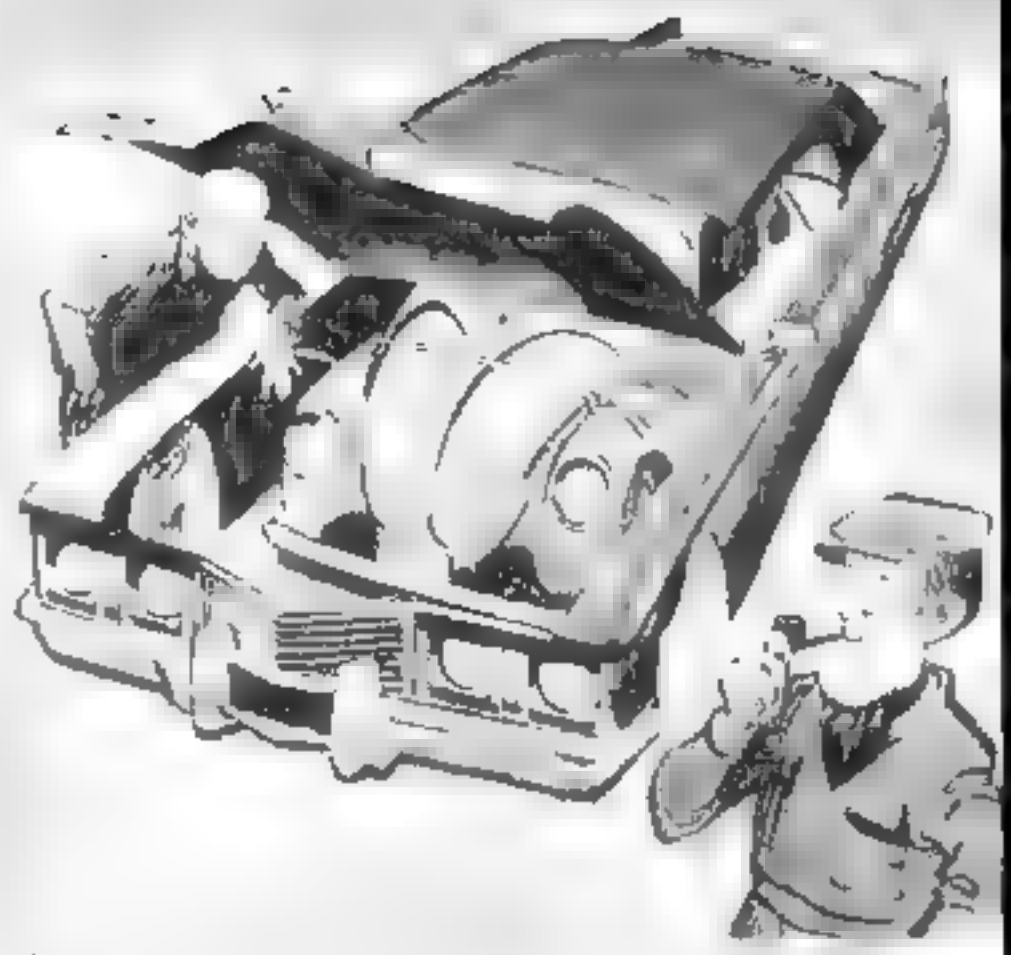
COLOR TV SET IS REALLY A GARBAGE CAN! Handsome walnut cabinet conceals embarrassing fact that you keep garbage in your living room. Envious friends will think you've acquired an expensive new TV. Fools everybody until they notice that picture never moves

744—TELEVISION GARBAGE $49.50



EXPRESS YULETIDE GREETINGS TO VISITING FRIENDS with cheery personalized holiday bathroom tissue. Full 1,000 sheet roll brings your warm message to all as they sit contemplating the true meaning of Christmas. Great for campers, too!

447—PERSONALIZED HOLIDAY BATHROOM TISSUE $3.69



YOUR CHEAP CAR BECOMES AN $8,000 LIMOUSINE when covered with this ingenious 1972 simulated Cadillac body. Made of sturdy plastic, authentic looking Caddy shell fits over most smaller cars with easily attached bolts and brackets. Impress your friends who always thought you were nothing but a loudmouth fourflusher.

972A—PLASTIC CADILLAC BODY $ 99.75
972B—DELUXE BODY WITH DOORS THAT REALLY OPEN 499.75

OBSCENE ICE CUBES liven up even the dullest party. Clever set of freezer molds permits you to turn out sculptured figurines in a variety of fascinating poses. Good for a million laughs. Or plop them in soft drinks to educate kiddies about those matters you've put off discussing

231—DIRTY ICE CUBES $4.98

"KIDDIE-SCRAM" CHILD REPELLENT effectively and permanently rids your lawn of destructive neighbor children. Non-poisonous pellets give off strong odor of cooking Brussels sprouts to nauseate tots. Can also be used indoors to make your own unwanted children run away from home

500—CHILD REPELLENT PELLETS $1.49

MAYO BROTHERS HOME SURGERY KIT—Ideal gift for those unable to get hospital insurance. Contains everything needed to perform costly surgery for mere pennies: scalpel, needles, thread, anesthetic and beginners' instruction book showing approximate location of internal organs. Sturdy construction by famous Mayo Brothers Toy Co.

476—HOME SURGERY KIT $12.98

DOOR GUARD KEEPS OUT UNWANTED INTRUDERS! Hand cut solid granite block offers protection against even the most determined homicidal maniac. Merely slide it against door and rest in peace. Or, should system fail, merely convert block to cemetery headstone and rest in peace

1972-RIP—ALL-PURPOSE DOOR GUARD $198.50

PACIFIC STANDARD TIME SUN DIAL. A boon to westerners weary of ordering sun dials from eastern manufacturers, only to find they're always set three hours fast. Sturdy construction allows you to use dial with confidence even on rainy days. Or place it indoors as handsome matching companion to your Pacific Standard Time clock

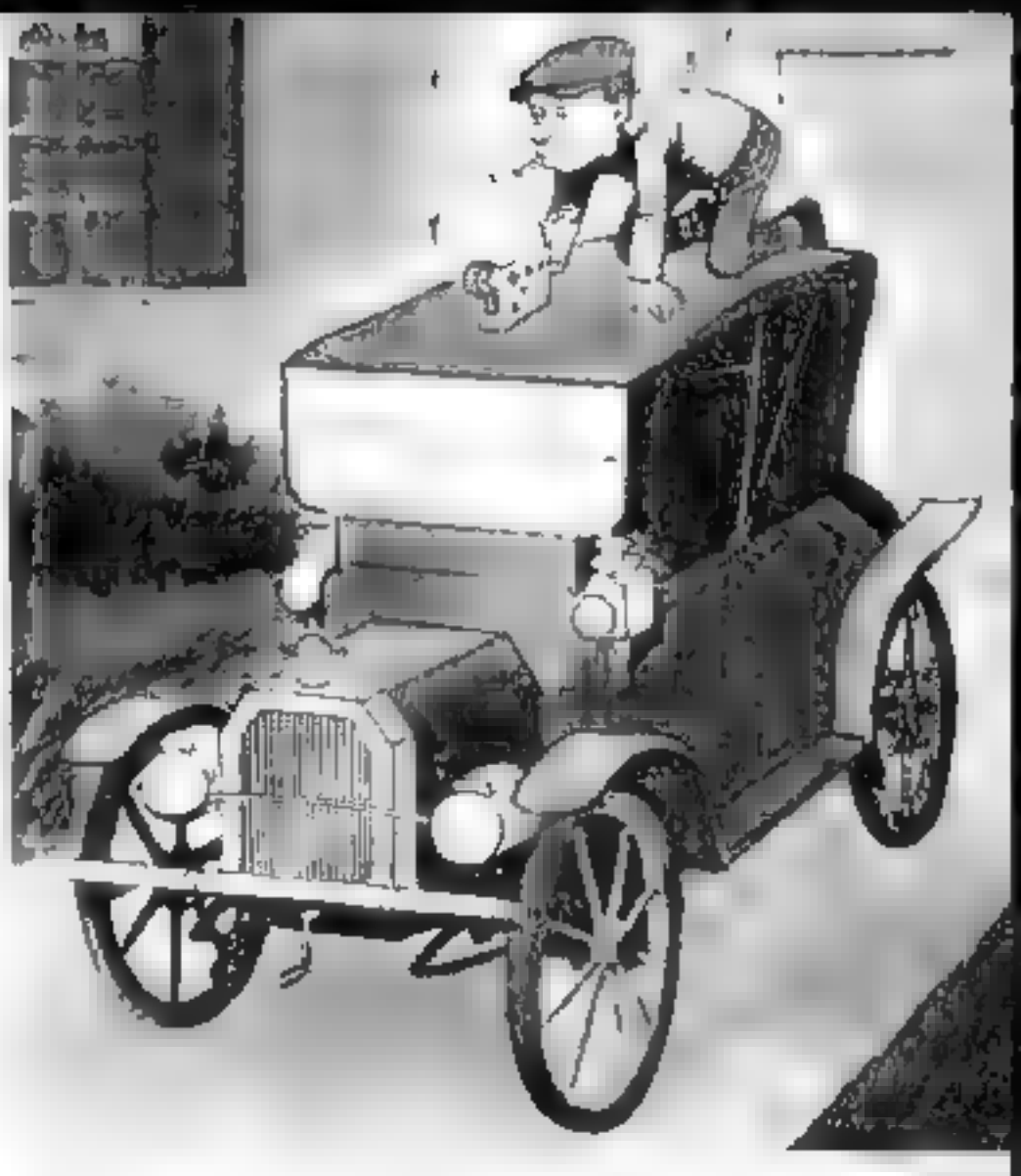
783—PACIFIC TIME SUN DIAL $116 27
(Slightly higher west of Rockies)

PERSONALIZED TIRE PUMP AND JUICE SQUEEZER—Not just a toy. It really works! Pump up flat tires in a jiffy. Then quench your thirst with delicious hand squeezed orange juice. Or do it the other way around. Great for camping trips, too. And personalized nameplate makes it a "must" for boaters. Specify name desired

441—PERSONALIZED TIRE PUMP AND JUICE SQUEEZER $14.96

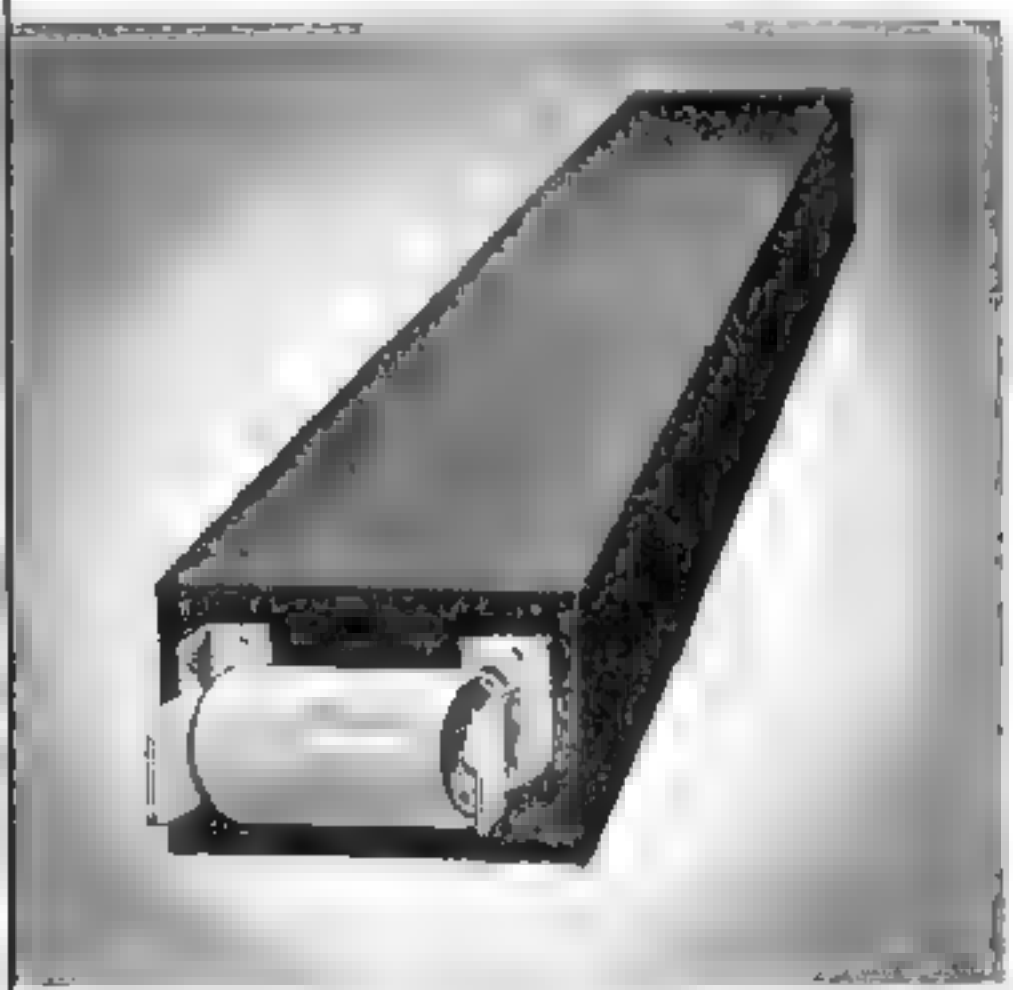
BENT COAT HANGER REPAIR KIT—Never a need to buy new hangers again once you acquire the fix-it knack. Kit includes work bench, sturdy vise, Swedish forged steel pliers, black touch-up paint and 96-page instruction book. Hanger repairing also makes a nice hobby for the senile and stupid

822—BENT COAT HANGER REPAIR KIT **$89.50**



FULL-SIZE ANTIQUE CAR IS REALLY A CIGARETTE LIGHTER! Not just a conversation piece. Interior of authentic looking "Tin Lizzie" holds 150 gallons of lighter fluid for up to 75 years of trouble-free use. Immovable wheels prevent lighter from rolling down driveway even on icy winter days.

577—ANTIQUE CAR CIGARETTE LIGHTER **$895.98**



NEW LIFE FOR WORN OUT BATTERIES with this handy portable battery charger Restores power for mere pennies. Won't run up household electric bill either as this unique charger operates on 18 ordinary flashlight batteries. Buy two and use one to restore worn out batteries from the other

927—BATTERY POWERED BATTERY CHARGER **$8 99**
(Batteries not included)

CONVERT NEW FURNITURE INTO SIMULATED ANTIQUES with this complete professional antiquing kit. Contains blow torch for creating fire damage effect, sturdy hammer for producing mottled, chipped surface, and dark lumpy varnish for instant aging. Why pay $500 for a damaged authentic heirloom when you can wreck your present furniture inexpensively?

892—FURNITURE ANTIQUING KIT ... **$49.50**

HAVE TROUBLE GIVING AWAY UNWANTED PETS? Clever I.D. tags help you dispose of them permanently and humanely. Turn pets loose wearing phony owner tags and rest assured finders will ship them to cozy new home in Fairbanks, Alaska, post office Really works! Fairbanks postmaster reports he's already received 10,000 unwanted rabbits

976—PET SHIP **$2.98**

LET DAD WORK OFF HOSTILITY after watching the evening news by clobbering this lifesize scapegoat punching bag. Comes with likeness of William Buckley on one side and Abbie Hoffman on the other for use by enraged TV viewers of all political persuasions Unbreakable, except on days when newsmakers issue particularly idiotic statements.

471—POLITICAL SCAPEGOAT PUNCHING BAG **$19.98**

END LONELY BACHELOR LIFE with this realistic, talking housewife doll. Electric eye mechanism causes silent house to be filled with sound of recorded nagging from "Mildred" as soon as front door is opened. Doll is guaranteed not to shut up until lights are turned off at bedtime. Best of all, she can be thrown in trash without divorcing her first.

421—NAGGING HOUSEWIFE DOLL . **$99.92**

BRIGHTEN YOUR SMILE WITHOUT COSTLY DENTISTRY! Gleaming white plastic choppers fit snugly over your own discolored teeth. Ideal for covering up blackened snags, gaping holes and fangs. Adhesive edges make unbreakable one-piece plastic "smile" stick permanently to your gums. Convenient front tooth hole permits taking nourishment through a straw.

559—EVER-GRIN PLASTIC TEETH ..... **89¢**

LUCKY BUCK SWEEPSTAKES!

Look into your wallet QUICKLY! If you find a dollar bill in U.S. Currency bearing the same serial number as the one pictured above, MAIL IT IN NOW and we'll send you

ONE MILLION DOLLARS A DAY FOR LIFE!

(We will also notify Treasury agents to arrest you for counterfeiting because every dollar bill has a different serial number, and we already have the only real one with this number in our possession.)

HOUSE OF KRUDD ORDER FORM

NAME _____

STREET ADDRESS _____

CITY AND STATE (if you care to divulge it) _____ ZIP CODE _____

BONUS OFFER CHECK ONE

☐ YES Enter my name in the drawing for the 1959 Studebaker

☐ NO Instead, I'd prefer to have my Xmas order filled before Xmas, just this once!

CATALOGUE No.	QUANTITY	NAME OF ITEM	PRICE

(If more than one item is being ordered, use your own paper, Cheapskate)

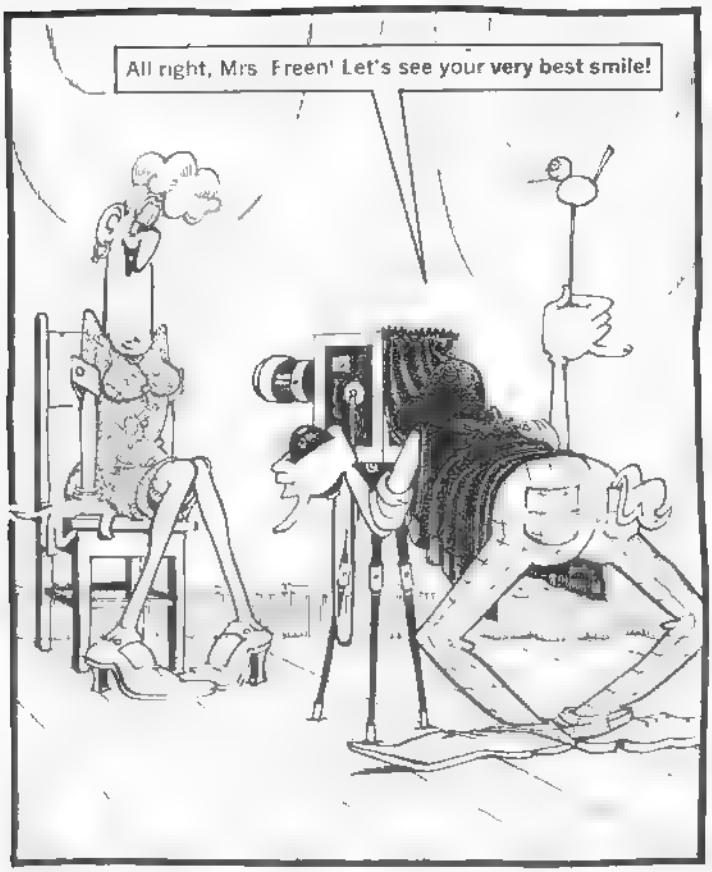
SUB-TOTAL	
ADD SALES TAX *	
ADD $6.00 HANDLING CHARGE ON ALL ORDERS UNDER $4.00	
ADD $4.00 HANDLING CHARGE ON ALL ORDERS UNDER $2.00	
ADD 15% TIP FOR ORDER FILLER	
GRAND TOTAL ENCLOSED **	

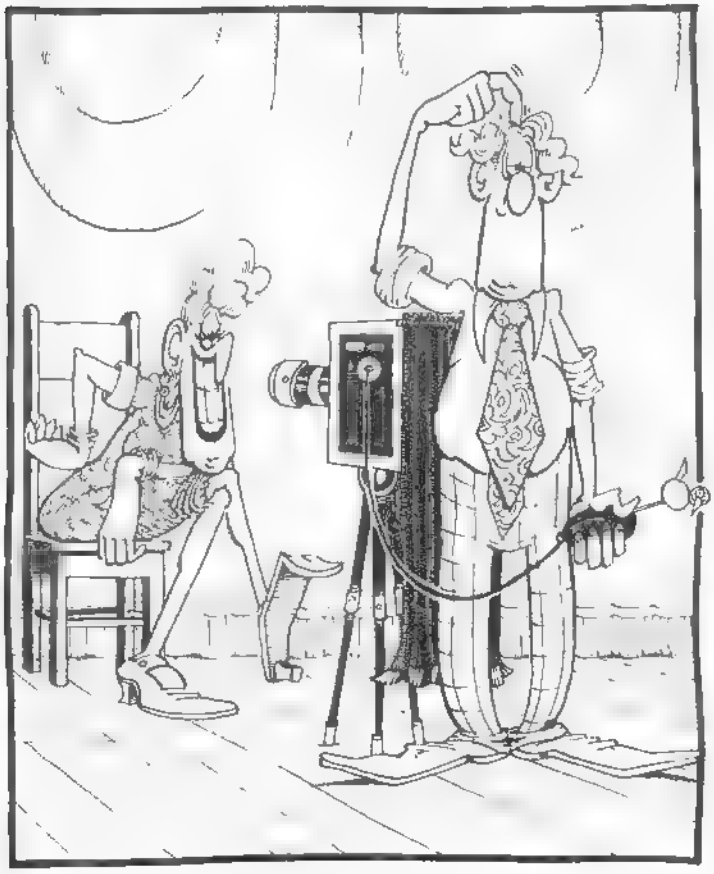
*Better make it about 12% as tax rates may go up before we get around to this.

**Residents of Ohio, Nebraska and Utah send $2.94 extra just in case

DON MARTIN DEPT. PART II

ONE DAY AT THE PHOTOGRAPHER'S





SPORTS-BLASTER DEPT.

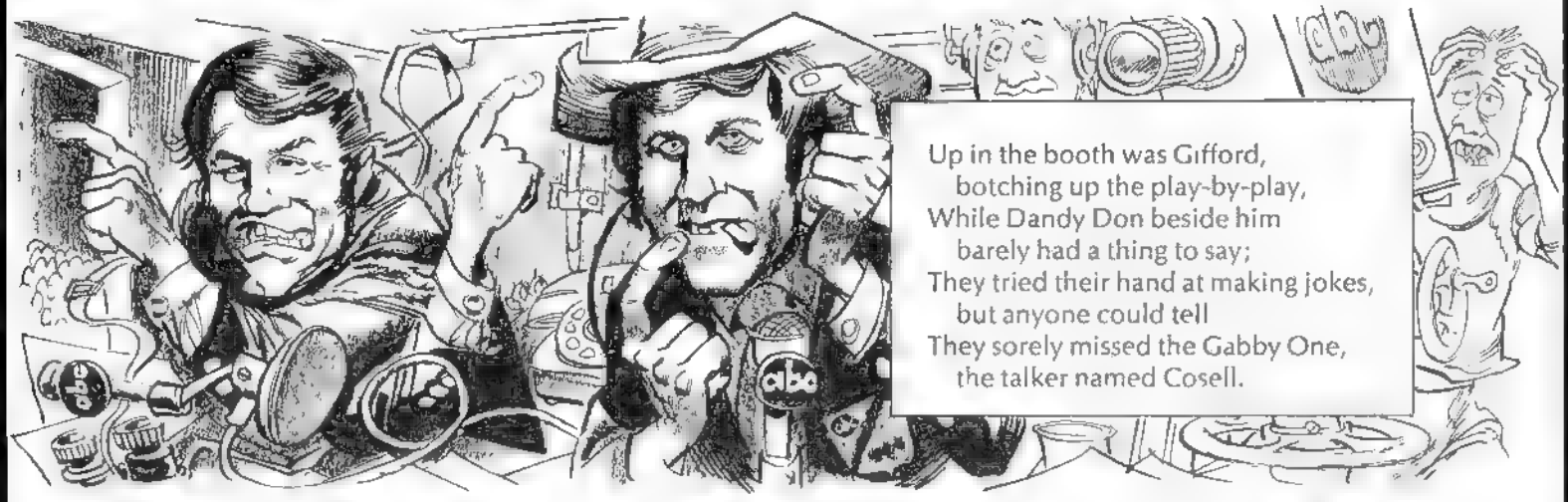
This ode to his favorite Monday night commentator is a good example of the type of idiocy MAD sports freak, Frank Jacobs, is offering in his all-new paperback, "MAD About Sports." So consider yourself warned about this "Humor In A Jock-ular Vein."

HOWARD AT THE MIKE

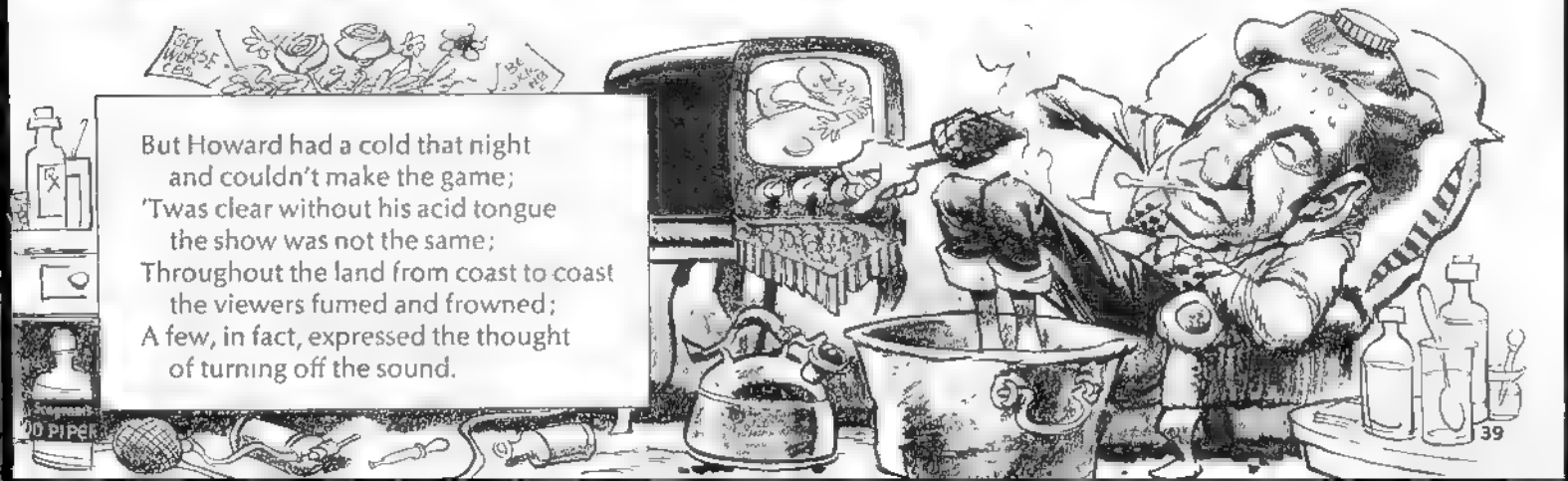
(with apologies to Ernest Lawrence Thayer)

ARTIST: JACK DAVIS WRITER: FRANK JACOBS

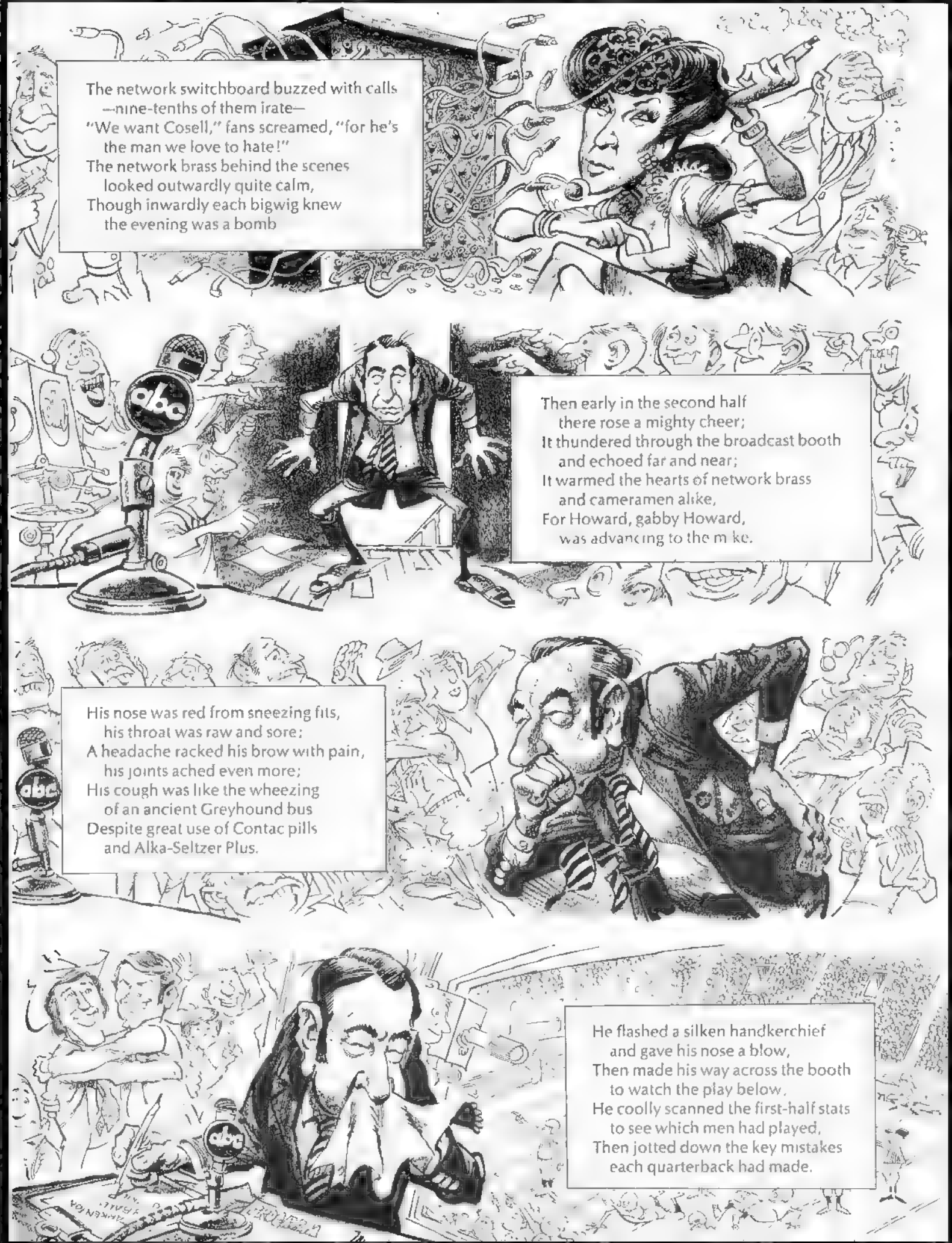
It looked extremely dismal
for the TV fans that night;
The game was dull in color,
even worse in black-and-white;
So, when Dallas missed three field goals
and the Vikings couldn't score,
The viewers rightly muttered
that the contest was a bore.

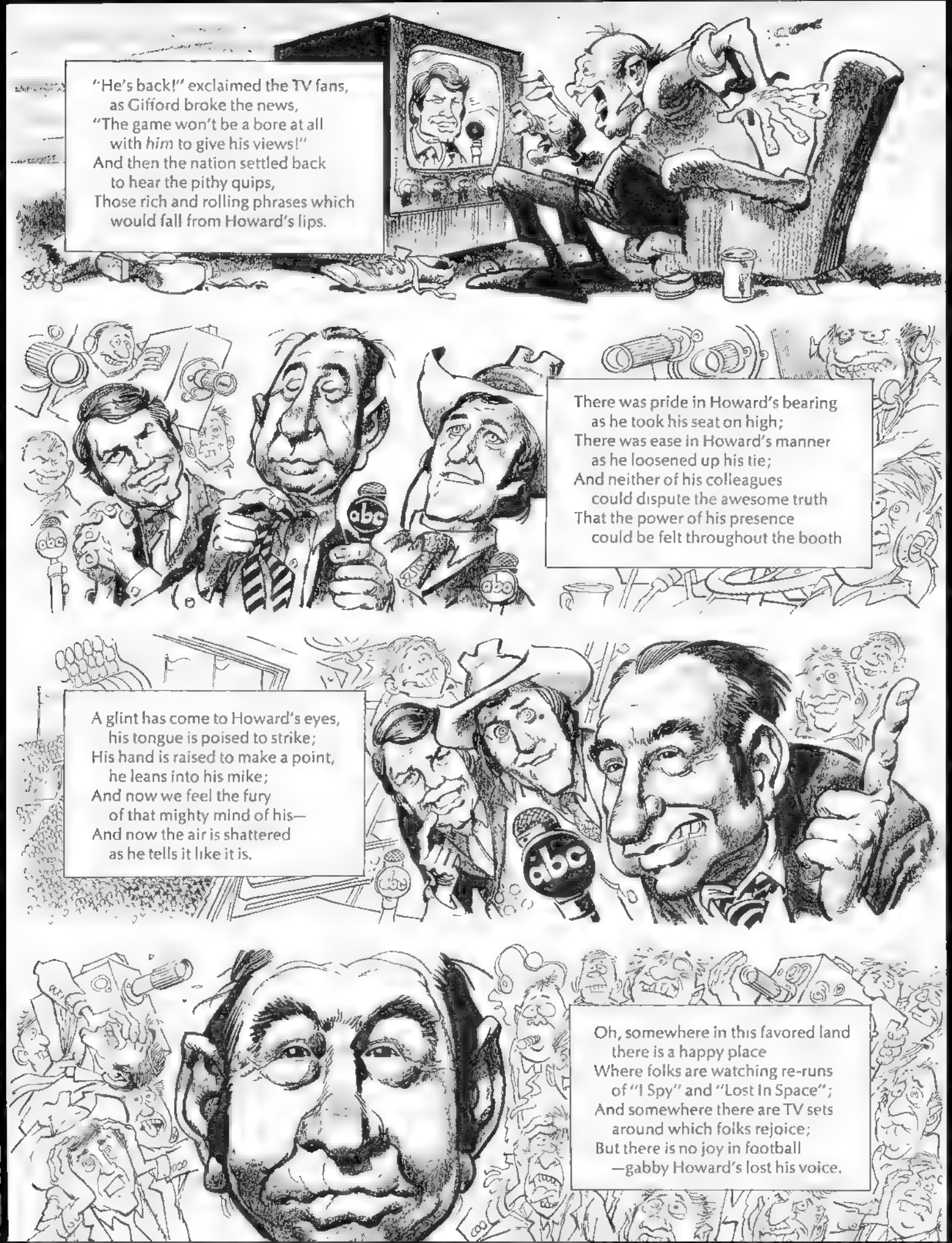


Up in the booth was Gifford,
botching up the play-by-play,
While Dandy Don beside him
barely had a thing to say;
They tried their hand at making jokes,
but anyone could tell
They sorely missed the Gabby One,
the talker named Cosell.



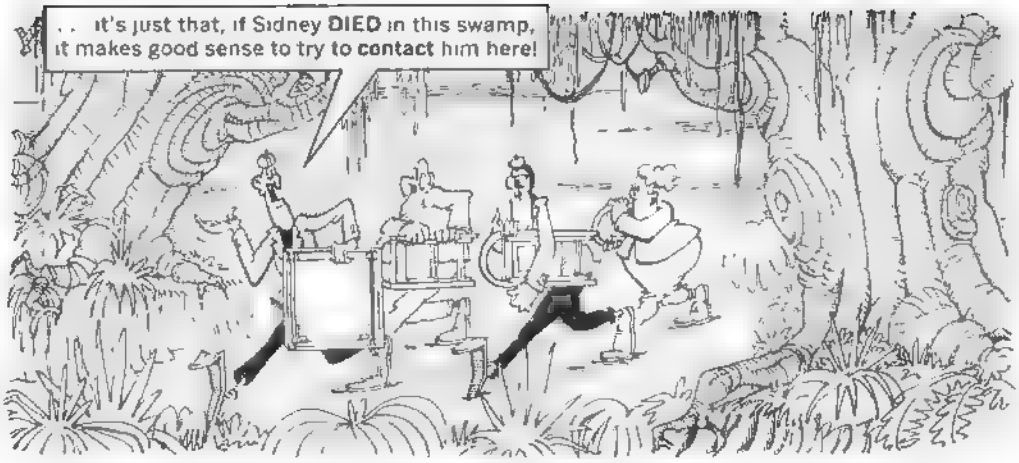
But Howard had a cold that night
and couldn't make the game;
'Twas clear without his acid tongue
the show was not the same;
Throughout the land from coast to coast
the viewers fumed and frowned;
A few, in fact, expressed the thought
of turning off the sound.

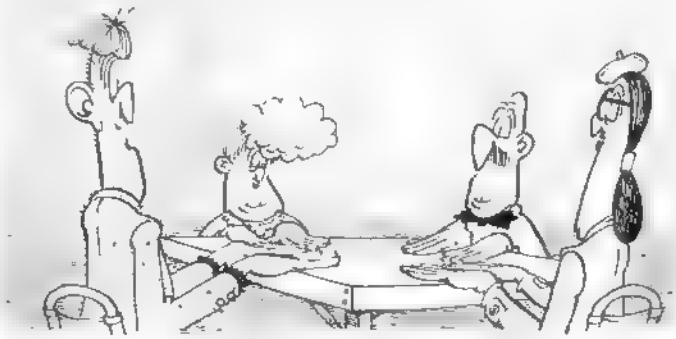

The network switchboard buzzed with calls
—nine-tenths of them irate—
"We want Cosell," fans screamed, "for he's
the man we love to hate!"
The network brass behind the scenes
looked outwardly quite calm,
Though inwardly each bigwig knew
the evening was a bomb
abc
Then early in the second half
there rose a mighty cheer;
It thundered through the broadcast booth
and echoed far and near;
It warmed the hearts of network brass
and cameramen alike,
For Howard, gabby Howard,
was advancing to the mike.
His nose was red from sneezing fits,
his throat was raw and sore;
A headache racked his brow with pain,
his joints ached even more;
His cough was like the wheezing
of an ancient Greyhound bus
Despite great use of Contac pills
and Alka-Seltzer Plus.
abc
He flashed a silken handkerchief
and gave his nose a blow,
Then made his way across the booth
to watch the play below.
He coolly scanned the first-half stats
to see which men had played,
Then jotted down the key mistakes
each quarterback had made.
abc

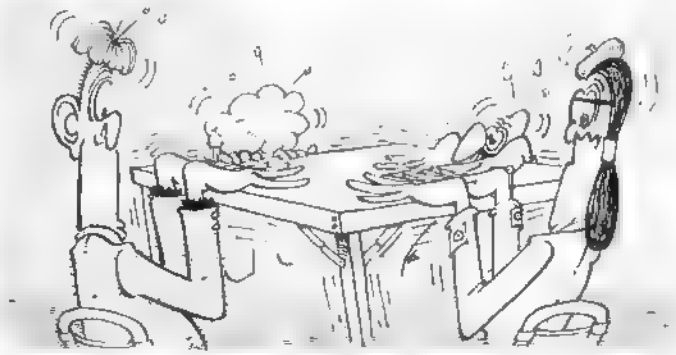

"He's back!" exclaimed the TV fans,
as Gifford broke the news,
"The game won't be a bore at all
with *him* to give his views!"
And then the nation settled back
to hear the pithy quips,
Those rich and rolling phrases which
would fall from Howard's lips.
There was pride in Howard's bearing
as he took his seat on high;
There was ease in Howard's manner
as he loosened up his tie;
And neither of his colleagues
could dispute the awesome truth
That the power of his presence
could be felt throughout the booth
A glint has come to Howard's eyes,
his tongue is poised to strike;
His hand is raised to make a point,
he leans into his mike;
And now we feel the fury
of that mighty mind of his—
And now the air is shattered
as he tells it like it is.
Oh, somewhere in this favored land
there is a happy place
Where folks are watching re-runs
of "I Spy" and "Lost In Space";
And somewhere there are TV sets
around which folks rejoice;
But there is no joy in football
—gabby Howard's lost his voice.

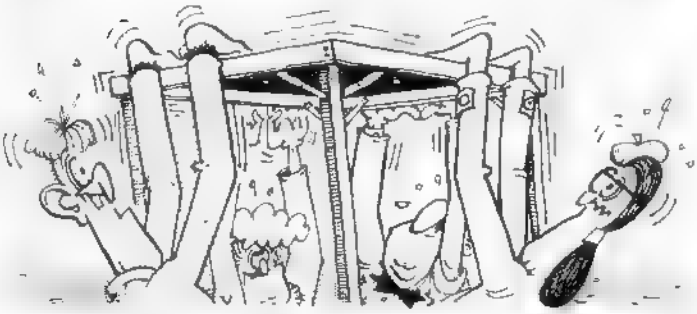
DON MARTIN DEPT. PART III

ONE DAY AT A SEANCE









MOORE OF THE SAME DEPT.

Television may have an excuse for putting on all those unrealistic Medical Shows and unrealistic Police Shows and unrealistic Lawyer Shows and unrealistic Western Shows. After all, Television writers don't have any first-hand experience at being Doctors or Cops or Lawyers or Cowboys. But what's the alibi when Television puts on an unrealistic Comedy about Television? We're talking about the show that took that down-to-earth gal from the old "Dick Van Dyke Show," put her into an idiotic Television situation, and came up with the same old garbage...even though it was

THE MARY TAILOR-MADE SHOW

ARTIST: ANGELO TORRES WRITER. TOM KOCH

Now, do all those cute, efficient little chores that make me so dependent on you!

Like dusting off your typewriter so you can start working?

No, like dusting off my bottle so I can start drinking!

Let me change into another Christian Dior original first! I want to be among the world's ten best dressed $92-a-week office flunkies!

BIG SISTER IS WATCHING

Did you hear good old Lou screaming at Mary? What a great guy to work for!

Really the salt of the earth!

A truly beautiful person! Er—why do we always have to say these nice things when we're all scared to death of him?

That's obvious! How else would the TV audience know that anybody with such a lousy disposition was so lovable!?!

Gee, Mary You sure know how to dress!

This old thing? Nonsense! Now, where's that nice fella who came in to tell us about the bank robbery?

He left . . . just like Lou screamed at him to do!

What? Without trying to get my phone number —or asking me for a date?!? NOBODY does that!

Hey, Mr.! You! Come back here! I'm not finished with you!!

What's the matter? Are you just shy . . . or some kind of creep?!?

No excuses! Every man who comes in here tries to make out with me! Didn't you read your contract?

None! I just wanted to see that look of passion in your eyes!

Please, lady! I got a wife and six kids!

Okay! You win! What evening are you free?

Weren't you kind of rough on that poor guy?

Probably! But being unmarried and over thirty, I need reassurance that I'm still desirable! Otherwise, I tend to wave my arms in neurotic gestures of desperation!

Really? I hadn't noticed!

Well, astute viewers have!

Which reminds me . . . Did I get any personal calls?

Naturally! A guy you haven't seen since college phoned to threaten suicide unless you marry him! And the King of Sweden wants you to fly over for lunch! And Richard Burton will stop by if he can ditch Liz! So stop waving your arms around!

It's time for my complete 11 A.M. wardrobe change!

Made up any news for tonight, yet, Blurry?

How about a train wreck outside Cleveland with forty people killed? They're always popular!

Okay! Only put it outside Ashtabula! We always get bigger laughs with towns that Klod can't pronounce!

Right! And I'll give the railroad a real funny name, too!

Hi! I'm back again! Any more calls for me, Blur?

Yeah! Paul Newman phoned to say he will look you up when he's in town! And the guys in your night school voted you "Queen of the Computer Programmers' Homecoming!"

Does she really get all those calls from men?

No, but with YOUR childish tantrums, who needs her going into hysterics, too?

Better send a reporter over to Union Station! Twenty people were just killed in a train wreck!

Yeah?! Well, Mr. Smarty-Pants, we just thought up our own train wreck with FORTY people killed! How about that?!

Yoo-hoo! Sorry, I can't join you for lunch, but I'm dated up for a solid month!

Cheeez! The whole bunch of 'em's crazy!

Mr. Grunt, do you think I should wear my new sable skiing this week-end . . . or my new mink? Or maybe the leopard . . . or the beaver . . . or—

Mary, how can you afford to buy all those clothes each week on the $92 I pay you and still have money left for necessities?

Easy! With that salary, I'm eligible for Government Food Stamps!

Hi, everybody! And speaking of my Jewish childhood in the Bronx . . . our apartment was so small, the mice were hump-backed! We could only be robbed by dwarf burglars! And take my Mother . . . please!

Hey, Mary Somebody here to see you!

Who is it?

My guess is Henny Youngman in drag!

Want to go to lunch, Mary?

I'd love to, Rodent, but I sorta promised the King of Sweden! And Richard Burton and Paul Newman have been phoning! And—

It's okay, Mary! They all called back and postponed it until tomorrow!

Oh, darn! That makes 217 days in a row!

You don't have to pack a bag, Mary! We're only going downstairs to the coffee shop!
Well, you don't expect me to wear what I've got on for a whole hour, do you?
Mr. Grunt, meet my ugly friend, Rodent Droopstern! Notice how much less popular she is than me!
Hi! And speaking of my Jewish childhood in the Bronx, our idea of going to camp was sleeping on the fire escape for two weeks! We never heard of Cowboys and Indians! We played Slumlords and Tenants!
Pleased to meet yuh, Henny!
I don't care if people are staring! I just can't wear this same outfit for the whole trip down from the twelfth floor!
Hi, there! I'm Brute Trueblood, the new Sportscaster on the "Six O'clock News"!
Oh, wow! You're a MAN, aren't you?!?
Can't you tell?
Yeah! But if you believe this show's premise, I've never seen one up close before!
I'm here, now, fella! So you can stop boring yourself stiff talking to my homely friend!
Gasp! Why . . . you . . . you stepped out of a dream! You're sweeter than roses in May! A trip to the moon on gossamer wings!
Boy, it's lucky he reads his contract and boned up on Hit Parade "oldies"! If she started flapping her arms in this crowded elevator, somebody could get killed!
Mary, why is your station the only one that never covers the news?
Go ask Mr. Grunt! He's still got two chairs left to smash up while he tells you!
What a sweet guy! Er—does he always strap new employees to the water cooler and give them twenty lashes?
No! When he's in a bad mood, he makes them hang by their thumbs from the sprinkler system!
Speaking of my Jewish childhood in the Bronx, what has four wheels and lies on its back? A dead bus! Where does a gorilla sleep? Any place it wants to!
I know I'm irresistible, but won't we attract attention holding hands like this?
Yes, but we'll attract even more attention if I let go and you begin that nutty arm-waving again!

First, a three-hour lunch . . . and now you want to go home on company time just to change clothes?! Listen, every person in that newsroom has a vital public service to perform and—
But I'm expecting a package at home, too! A bottle of Scotch from a friend abroad!
SCOTCH?!?
Grab your coats, everybody!! We're all going to a party at Mary's place!!
Gee, Mary sure has done a lot with this place!
I'll say! Er—what style of decorating would you call this "Early Saks Fifth Avenue"?
No . . . "Lord & Taylor Modern"!
Hi! I'm Chilus, Mary's bird-brained neighbor! I just stopped by for my weekly cameo spot so the audience can see how much common sense Mary has compared to my craziness!
Swell! She's in her room, compulsively changing her clothes for the fourth time since the show began—and you think YOU'RE loony!
But I follow the advice of far out psychology books to raise my bratty child! How that for craziness?
Then get this! In real life, I won an Oscar this year for my dramatic ability, but I'm still wasting my talent on this crummy TV show!
Only so so!
Now, that's what I call craziness!
Okay, gang! This is the weekly scene where I get to show off my legs!
Every dame around here is batty!
Don't be a prude, Mr. Grunt! Lots of girls wear tennis skirts that are that short!
In Minneapolis . . . in FEBRUARY?!?!

Hey, what say I write a story for tonight's news about a woman having eight babies?

Okay, but make it a Spaniel having eight puppies! I don't hate dogs as much as children!

Why are you going back to the newsroom, Rodent? You don't work there!

So?!? From what I've seen, nobody ELSE works there either!

MONSTER LOOSE IN CITY

Hey! Our news ranked first last Tuesday in the Neilsen ratings!

Mary! Get last Tuesday's script out of the file! We'll have Klod read it again tonight!

B-but is that right? Won't somebody notice if we re-run old news?

Can't you ever learn? When a TV show is popular, you always keep doing the exact same thing until the people get sick of it!

STERNO

Maybe Mary's right! Dragging out an old news script to use again might be a bad idea!

I know that! But I needed some excuse to get her to bend over the bottom file drawer in that short skirt!

Say, if you're looking for Mary, you've already missed the best part!

When you give her the flowers, be sure to threaten to jump out the window and spill your guts all over the sidewalk if she won't marry you! She loves that kind of sentimental sweet talk!

But I was planning to I mean, these are for . . uh—

See everybody?! I knew I was irresistible! Now, give me those flowers before your passionate hot hands make them wilt!

But I bought them to launch my big make-out campaign with Rodent!

RODENT?!?

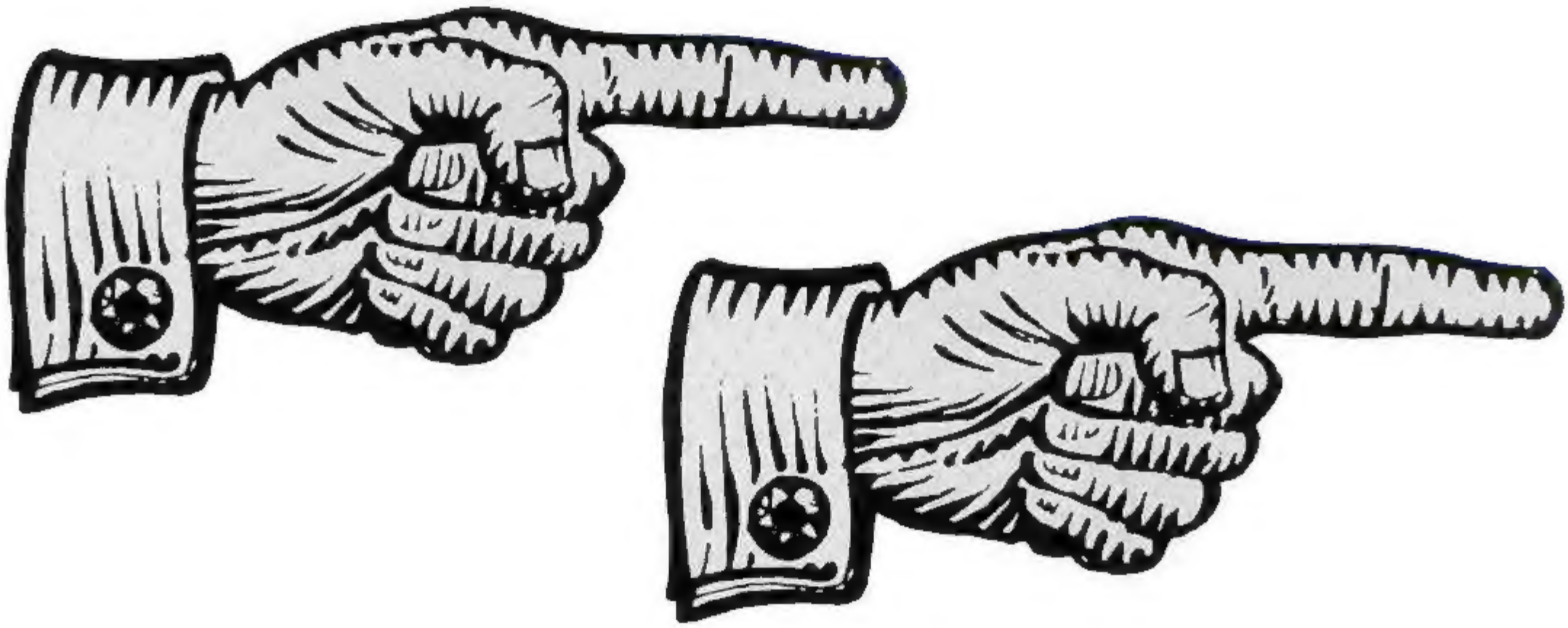
Rodent WHO?

You idiot! You just blew it for all of us! The whole bit! No more "Old Maid Jewish Rodent" jokes! No more "Homely Rodent" put downs! And worst of all, no more "Mary —The All-American Sweetheart" gimmick! I can't run a funny newsroom without them! We're finished! Kaput! Washed up! Through!

Gee, I'm sorry! I never even realized! I just picked the one who was the least neurotic!

Nothing to see here!

Please skip ahead.



WHAT SPECIAL SPIRIT SEEMS TO INSPIRE TODAY'S NUTTY FASHIONS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

The wild, uninhibited, happy, youthful spirit in today's fashions seems to come from one special source. To find out what it is, fold in the page as shown at right.

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

HAPPY, HIGH-SPIRITED YOUTH TODAY IS FOLLOWING ITS HEART IN THE UNINHIBITED WEARING OF THE WILDEST STYLES EVER SEEN!

A ▶ ◀ B

WHAT SPECIAL SPIRIT SEEMS TO INSPIRE TODAY'S NUTTY FASHIONS?

FOLD PAGE OVER LIKE THIS!

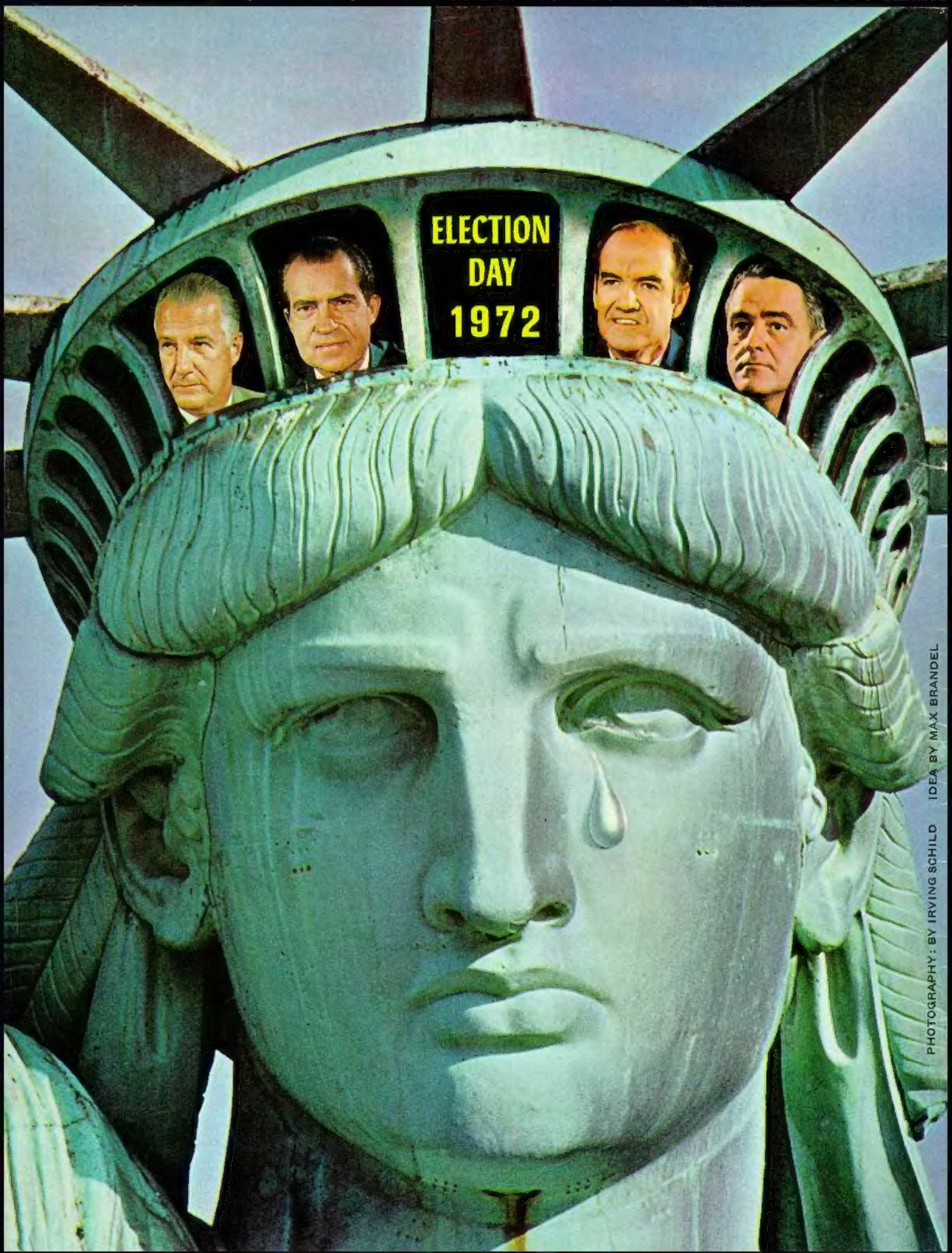
A ⋈ B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

HALLOW-

WEEN!

A ⋈ B



PHOTOGRAPHY: BY IRVING SCHILD IDEA BY MAX BRANDEL